



SYLLABUS

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

**(COURSE CODE: 1064)
2015 – 2016 onwards**

M - SCHEME

www.binils.com



**DIRECTORATE OF TECHNICAL EDUCATION
GOVERNMENT OF TAMILNADU**

**DIPLOMA COURSES IN ENGINEERING/TECHNOLOGY
(SEMESTER SYSTEM)**

Syllabus Revision Committee

Chairperson

Tmt. S. Madumathi ,I.A.S.,
Director
Directorate of Technical Education
Chennai – 600 025.

Co-ordinator

Dr. R.VENKATRAJ,
Principal
P.A.C. Ramasamy Raja Polytechnic college,
Rajapalayam – 626 108.

Convener

Prof.G.K.BALAMURUGAN,
Principal I/C
SSM Polytechnic College,
Kumarappalayam – 638183.

Members

Mr. T.Murugan,
HOD / Textile Technology,
SSM Polytechnic College,
Komarapalayam – 638183

Mr. A. Richard Kamalesan
Lecturer (SG) / Textile Technology,
EIT Polytechnic College,
Kavindapadi – 638 456

Mr. S.Sivapathasekaran,
Lecturer (SG) / Textile Marketing and Management,
SSM Polytechnic College,
Komarapalayam – 638 183

Mr. L.Muthu,
Vice-President,
Sree Cheran Synthetic Pvt.Ltd.,
45/2 Anangur Road,
Nettavelampalayam,
Tiruchengode – 637 304.

Mr. V.Ilango,
HOD / Textile Technology (MMF),
SSM Polytechnic College,
Komarapalayam – 638183

Mr. P. Angappan
Lecturer (SG) / Textile Technology,
SSM Polytechnic College,
Komarapalayam – 638 183.

Dr. N.K. Palanisamy
Professor & Head / Textile Technology,
KSR College of Technology,
Tiruchengode

Mr. D.Subaashkumar,.
Chief Executive Officer,
Anugraha Fashion
15, Suriyan Nagar,
ABT Road New Extension
Karuvampalayam, Tirupur - 641 604.

**DIPLOMA COURSES IN ENGINEERING/TECHNOLOGY
(SEMESTER SYSTEM)**

(Implemented from 2015- 2016)

M – SCHEME

REGULATIONS*

* *Applicable to the Diploma Courses other than Diploma in Hotel Management & Catering Technology and the Diploma Courses offered through MGR Film Institute, Chennai.*

1. Description of the Course:

a. Full Time (3 years)

The Course for the full Time Diploma in Engineering shall extend over a period of three academic years, consisting of 6 semesters* and the First Year is common to all Engineering Branches.

b. Sandwich (3½ years)

The Course for the Diploma in Engineering (sandwich) shall extend over a period of three and half academic years, consisting of 7 semesters* and the First Year is common to all Engineering Branches. The subjects of three years full time diploma course being regrouped for academic convenience.

During 4th and/or during 7th semester the students undergo industrial training for six months/ one year. Industrial training examination will be conducted after completion of every 6 months of industrial training

c. Part Time (4 years)

The course for the diploma in Engineering shall extend over a period of 4 academic years containing of 8 semesters*, the subjects of 3 year full time diploma courses being regrouped for academic convenience.

* Each Semester will have 15 weeks duration of study with 35 hrs. /Week for Regular Diploma Programme and 18hrs/ week (21 hrs. / Week | year) for Part-Time Diploma Programmes.

The Curriculum for all the 6 Semesters of Diploma courses (Engineering & Special Diploma Courses viz. Textile Technology, Leather Technology, Printing Technology, Chemical Technology etc.) have been revised and revised curriculum is applicable for the candidates admitted from 2015 – 2016 academic year onwards.

2. Condition for Admission:

Condition for admission to the diploma courses shall be required to have passed in The S.S.L.C Examination of the Board of Secondary Education, TamilNadu.

(Or)

The Anglo Indian High School Examination with eligibility for Higher Secondary Course in TamilNadu.

(Or)

The Matriculation Examination of Tamil Nadu.

(Or)

Any other Examination recognized as equivalent to the above by the Board of Secondary Education, TamilNadu.

Note: In addition, at the time of admission the candidate will have to satisfy certain minimum requirements, which may be prescribed from time to time.

3. Admission to Second year (Lateral Entry):

A pass in HSC (Academic) or (Vocational) courses mentioned in the Higher Secondary Schools in TamilNadu affiliated to the TamilNadu Higher Secondary Board with eligibility for university Courses of study or equivalent examination, & Should have studied the following subjects.

Sl. No	Courses	H.Sc Academic	H.Sc Vocational	
		Subjects Studied	Subjects Studied	
			Related subjects	Vocational subjects
1.	All the Regular and Sandwich Diploma Courses	Maths, Physics & Chemistry	Maths / Physics / Chemistry	Related Vocational Subjects Theory & Practical
2.	Diploma course in Modern Office Practice	English & Accountancy English & Elements of Economics English & Elements of Commerce	English & Accountancy, English & Elements of Economics, English & Management Principles & Techniques, English & Typewriting	Accountancy & Auditing, Banking, Business Management, Co-operative Management, International Trade, Marketing & Salesmanship, Insurance & Material Management, Office Secretaryship.

- For the diploma Courses related with Engineering/Technology, the related / equivalent subjects prescribed along with Practical may also be taken for arriving the eligibility.
- Branch will be allotted according to merit through counseling by the respective Principal as per communal reservation.
- For admission to the Textile Technology, Leather Technology, Printing Technology, Chemical Technology and Modern Office Practice Diploma courses the candidates studied the related subjects will be given first preference.
- *Candidates who have studied Commerce Subjects are not eligible for Engineering Diploma Courses.*

4. Age Limit: No Age limit.

5. Medium of Instruction: English

6. Eligibility for the Award of Diploma:

No candidate shall be eligible for the Diploma unless he/she has undergone the prescribed course of study for a period of not less than 3 academic years in any institution affiliated to the State Board of Technical Education and Training, TamilNadu, when joined in First Year and two years if joined under Lateral Entry scheme in the second year and passed the prescribed examination.

The minimum and maximum period for completion of Diploma Courses are as given below:

Diploma Course	Minimum Period	Maximum Period
Full Time	3 Years	6 Years
Full Time(Lateral Entry)	2 Years	5 Years
Sandwich	3½ Years	6½ Years
Part Time	4 Years	7 Years

7. Subjects of Study and Curriculum outline:

The subjects of study shall be in accordance with the syllabus prescribed from time to time, both in theory and practical. The curriculum outline is given in Annexure - I

8. Examinations:

Board Examinations in all subjects of all the semesters under the scheme of examinations will be conducted at the end of each semester.

The Internal assessment marks for all the subjects will be awarded on the basis of continuous internal assessment earned during the semester concerned. For each

subject 25 marks are allotted for internal assessment and 75 marks are allotted for Board Examination.

9. Continuous Internal Assessment:

A . For Theory Subjects:

The Internal Assessment marks for a total of 25 marks, which are to be distributed as follows:

i. Subject Attendance

5 Marks

(Award of marks for subject attendance to each subject theory/practical will as per the range given below)

80% - 83%	}	1 Mark
84% - 87%		2 Marks
88% - 91%		3 Marks
92% - 95%		4 Marks
96% - 100%		5 Marks

ii) Test

10 Marks

2 Tests each of 2 hours duration for a total of 50 marks are to be conducted. Out of which the best one will be taken and the marks to be reduced to:

05 marks

The Test – III is to be the Model test covering all the five units and the marks so obtained will be reduced to :

05 marks

Total **10 marks**

TEST	UNITS	WHEN TO CONDUCT	MARKS	DURATION
Test I	Unit – I & II	End of 6 th week	50	2 Hrs
Test II	Unit – III & IV	End of 12 th week	50	2 Hrs
Test III	Model Examination - Compulsory Covering all the 5 Units. (Board Examination-question paper-pattern).	End of 15 th week	75	3 Hrs

- From the Academic year 2015-2016 onwards.

Question Paper Pattern for the Periodical Test :(Test - I & Test- II)

With no choice:

PART A type questions:	4 Questions X 2 mark	8 marks
PART B type questions:	4 Questions X 3 marks	12 marks
PART C type questions:	3 Questions X 10 marks	30 marks

	Total		50 marks

iii) Assignment

10 Marks

For each subject Three Assignments are to be given each for 20 marks and the average marks scored should be reduced for 10 marks

All Test Papers and assignment notebooks after getting the signature with date from the students must be kept in the safe custody in the Department for verification and audit. It should be preserved for 2 Semesters and produced to the flying squad and the inspection team at the time of inspection/verification.

B. For Practical Subjects:

The internal assessment mark for a total of 25 marks which are to be distributed as follows:-

a)	Attendance	:	5 Marks
	(Award of marks as same as Theory subjects)		
b)	Procedure/ observation and tabulation/ Other Practical related Work	:	10 Marks
c)	Record writing	:	10 Marks

	TOTAL	:	25 Marks

- *All the Experiments/exercises indicated in the syllabus should be completed and the same to be given for final board examinations.*
- The Record for every completed exercise should be submitted in the subsequent Practical classes and marks should be awarded for 20 for each exercise as per the above allocation.
- At the end of the Semester, the average marks of all the exercises should be calculated for 20 marks and the marks awarded for attendance is to be added to arrive at the internal assessment mark for Practical. (20+5=25 marks)
- The students have to submit the duly signed bonafide record note book/file during the Practical Board Examinations.
- *All the marks awarded for assignment, Test and attendance should be entered in the Personal Log Book of the staff, who is handling the subject. This is applicable to both Theory and Practical subjects.*

10. Life and Employability Skill Practical:

The Life and Employability Skill Practical with more emphasis is being introduced in IV Semester for Circuit Branches and in V Semester for other branches of Engineering. Much Stress is given to increase the employability of the students:

Internal assessment Mark **25 Marks**

11. Project Work:

The students of all the Diploma Programmes (**except Diploma in Modern Office Practice**) have to do a Project Work as part of the Curriculum and in partial fulfillment for the award of Diploma by the State Board of Technical Education and Training, Tamilnadu. In order to encourage students to do worthwhile and innovative projects, every year prizes are awarded for the best three projects i.e. institution wise, region wise and state wise. **The Project work must be reviewed twice in the same semester.**

a) Internal assessment mark for Project Work & Viva Voce:

Project Review I	...	10 marks
Project Review II	...	10 marks
Attendance	...	05 marks (award of marks same as theory subjects pattern)

Total	...	25 marks

Proper record to be maintained for the two Project Reviews, and It should be preserved for 2 Semesters and produced to the flying squad and the inspection team at the time of inspection/verification.

b) Allocation of Mark for Project Work & Viva Voce in Board Examination:

Viva Voce	...	30 marks
Marks for Report Preparation, Demo	...	35 marks

Total		65 marks

c) Written Test Mark (from 2 topics for 30 minutes duration): \$

i) Environment Management	2 questions X 2 ½ marks	= 5 marks
ii) Disaster Management	2 questions X 2 ½ marks	= 5 marks

		10marks

- \$ - Selection of Questions should be from Question Bank, by the External Examiner.
No choice need be given to the candidates.

Project Work & Viva Voce in Board Examination	--	65 Marks
Written Test Mark (from 2 topics for 30 minutes duration)	--	10 Marks
TOTAL	--	75 Marks

A neatly prepared PROJECT REPORT as per the format has to be submitted by individual during the Project Work & Viva Voce Board examination.

12. Scheme of Examinations:

The Scheme of examinations for subjects is given in **Annexure - II**.

13. Criteria for Pass:

1. No candidate shall be eligible for the award of Diploma unless he/she has undergone the prescribed course of study successfully in an institution approved by AICTE and affiliated to the State Board of Technical Education & Training, Tamil Nadu and pass all the subjects prescribed in the curriculum.
2. A candidate shall be declared to have passed the examination in a subject if he/she secures not less than *40% in theory subjects* and *50% in practical subject* out of the total prescribed maximum marks including both the internal assessment and the Board Examination marks put together, subject to the condition that he/she secures at least a minimum of *30 marks out of 75 marks in the Board's Theory examinations* and a minimum of *35 marks out of 75 marks in the Board Practical Examinations*.

14. Classification of successful candidates:

Classification of candidates who will pass out the final examinations from April 2018 onwards (Joined in first year in 2015-2016) will be done as specified below.

First Class with Superlative Distinction:

A candidate will be declared to have passed in **First Class with Superlative Distinction** if he/she secures not less than 75% of the marks in all the subjects and passes all the semesters in the first appearance itself and passes all subjects within the stipulated period of study 3/ 3½/ 4 years (Full Time/Sandwich/Part Time) without any break in study.

First Class with Distinction:

A candidate will be declared to have passed in **First Class with Distinction** if he/she secures not less than 75% of the aggregate of marks in all the semesters put together and passes all the semesters except the I and II semesters in the first appearance itself

and passes all the subjects within the stipulated period of study 3/ 3½/ 4 years (Full Time/Sandwich/Part Time) without any break in study.

First Class:

A candidate will be declared to have passed in **First Class** if he/she secures not less than 60% of the aggregate marks in all semesters put together and passes all the subjects within the stipulated period of study 3/ 3½ / 4 years (Full Time/Sandwich/Part Time) without any break in study.

Second Class:

All other successful candidates will be declared to have passed in **Second Class**.

The above mentioned classifications are also applicable for the Sandwich / Part-Time students who pass out Final Examination from October 2018 /April 2019 onwards (both joined in First Year in 2015-2016)

15. Duration of a period in the Class Time Table:

The duration of each period of instruction is 1 hour and the total period of instruction hours excluding interval and Lunch break in a day should be uniformly maintained as 7 hours corresponding to 7 periods of instruction (Theory & Practical).

16. Seminar:

For seminar the total seminar 15 hours(15 weeks x 1hour) should be distributed equally to total theory subject per semester(i.e 15 hours divided by 3/4 subject). A topic from subject or current scenario is given to students. During the seminar hour students have to present the paper and submit seminar material to the respective staff member, who is handling the subject. It should be preserved for 2 Semesters and produced to the flying squad and the inspection team at the time of inspection/verification.

-xXx-

DIPLOMA IN TEXTILE MARKETING & MANAGEMENT (COURSE CODE: 1064)

SIGNIFICANCE OF THE COURSE:

Textile Industry is getting modernized rapidly and continuously facing severe competition in the International Textile Markets. Decision shall be taken in right direction to improve the quality of the Textile Products in order to meet the requirement of the markets. Now, the need of the hour is, to understand the markets fully and their dynamics. An effort is made to equate the products' features with the requirement of the Markets. Success of this venture is mainly based on the efficient management of factors of production and marketing of the same. The Diploma in Textile Marketing and Management is designed to meet these challenges and opportunities.

Important subjects in the Textile Production chain viz., Fibre Science, Spinning, Weaving, Dyeing, Printing, and Garment manufacturing are included in this course. Practical classes are introduced in the above subjects along with Textile CAD and Garment CAD. The fundamentals of Management Principles, Marketing techniques and Human resource Management for Business Units are highlighted in relevant subjects. Special emphasis is given to the management of export units.

Data processing and application of computer systems in business are included along with merchandizing, fashion etc. Entrepreneurial development is included to expose the characteristics of entrepreneur to the potential entrepreneur among students. Over all, the Diploma in Textile Marketing and Management course equips the students with the basic facts in the textile production chain and challenges of the management of textile units in the modern era.

OBJECTIVES:

The DTMM is designed to impart knowledge & skill in Textile production process and in Management techniques to students to become Junior Executives in the reputed organizations at the beginning of their careers.

This Diploma holder can be a Quality professional by integrating the activities of production departments and marketing department.

He / She can act as market feeler to assess the demand in competitive situations and sense the need of new products and innovations thereof.

He / She can contribute in the Merchandizing arena; There is heavy demand for such persons in Export units not only in India but also in abroad too.

M-SCHEME CURRICULUM OUTLINE

III SEMESTER

S.No.	Subject code	Subject	HOURS PER WEEK			
			Theory Hours	Tutorial / Drawing	Practical hours	Total Hours
3.1	36031	Fibre Science and Technology*	5	-	-	5
3.2	36432	Textile Organizational Management	5	-	-	5
3.3	36433	Textile Information Management	5	-	-	5
3.4	36434	Cloth Design and Defects Analysis - Practical	-	-	5	5
3.5	36435	Textile Market Database Management - Practical	-	-	5	5
3.6	36436	Accounting Software - Practical	-	-	5	5
3.7	30001	Computer Applications– Practical **	-	-	4	4
Seminar			1	-	-	1
TOTAL			16	-	19	35

IV SEMESTER

S.No.	Subject code	SUBJECT	HOURS PER WEEK			
			Theory Hours	Tutorial / Drawing	Practical hours	Total Hours
4.1	36141	Technology of Yarn Manufacture #	5	-	-	5
4.2	36142	Technology of Fabric Manufacture	5	-	-	5
4.3	36443	Modern Marketing Management	5	-	-	5
4.4	36444	Textile Quality Management	5	-	-	5
4.5	36445	Textile CAD - Practical	-	-	5	5
4.6	36446	Textile Advertisement and Publicity -Practical	-	-	5	5
4.7	30002	Life and Employability Skill - Practical**	-	-	4	4
Seminar			1	-	-	1
TOTAL			21	-	14	35

** common to all branches

common with DTP

* common with DTT

@ common with DGT

V SEMESTER

S.No.	Subject code	SUBJECT	HOURS PER WEEK			
			Theory Hours	Tutorial / Drawing	Practical hours	Total Hours
5.1	36051	Textile Testing*	5	-	-	5
5.2	36052	Textile Wet Processing*	5	-	-	5
5.3	36453	Export Marketing	5	-	-	5
		Elective - I				
5.4.1	36671	Apparel Merchandizing @	5	-	-	5
5.4.2	36472	Human Resource Development and Entrepreneurship				
5.5	36455	Textile Testing - Practical	-	-	5	5
5.6	36456	Textile Wet Processing - Practical	-	-	5	5
5.7	36457	Garment Manufacture - Practical			4	4
Seminar			1	-	-	1
TOTAL			21	-	14	35

VI SEMESTER

S.No.	Subject code	SUBJECT	HOURS PER WEEK			
			Theory Hours	Tutorial / Drawing	Practical hours	Total Hours
6.1	36461	Textile and Garment Costing	5	-	-	5
6.2	36062	Garment Manufacture*	5	-	-	5
		Elective - II				
6.3.1	36641	Apparel Production Planning and Control @	5	-	-	5
6.3.2	36482	Textile Advertisement Management				
6.4	36464	Textile Export Procedure - Practical	-	-	5	5
6.5	36465	Garment CAD - Practical	-	-	5	5
6.6	36466	Executive Planning and Control - Practical	-	-	5	5
6.7	36467	Project Work.			4	4
Seminar			1	-	-	1
TOTAL			16	-	19	35

** common to all branches

* common with DTT

common with DTP

@ common with DGT

\$ Any one Elective

M-SCHEME
SCHEME OF THE EXAMINATION

III SEMESTER

S.No	Subject code	SUBJECT	Examination Marks			Minimum for pass	Duration of Exam Hours
			Internal assessment Marks	Board Exam. Marks	Total Marks		
3.1	36031	Fibre Science and Technology*	25	75	100	40	3
3.2	36432	Textile Organizational	25	75	100	40	3
3.3	36433	Textile Information Management	25	75	100	40	3
3.4	36434	Cloth Design and Defects Analysis - Practical	25	75	100	50	3
3.5	36435	Textile Market Database Management - Practical	25	75	100	50	3
3.6	36436	Accounting Software - Practical	25	75	100	50	3
3.7	30001	Computer Applications – Practical**	25	75	100	50	3
TOTAL			175	525	700		

IV SEMESTER

S.No.	Subject code	SUBJECT	Examination Marks			Minimum for pass	Duration of Exam Hours
			Internal assessment Marks	Board Exam Marks	Total Marks		
4.1	36141	Technology of Yarn Manufacture #	25	75	100	40	3
4.2	36142	Technology of Fabric Manufacture#	25	75	100	40	3
4.3	36443	Modern Marketing Management	25	75	100	40	3
4.4	36444	Textile Quality Management	25	75	100	40	3
4.5	36445	Textile CAD - Practical	25	75	100	50	3
4.6	36446	Textile Advertisement and Publicity - Practical	25	75	100	50	3
4.7	30002	Life and Employability Skill - Practical**	25	75	100	50	3
TOTAL			175	525	700		

** common to all branches

common with DTP

* common with DTT

@ common with DGT

V SEMESTER

S.No	Subject code	SUBJECT	Examination Marks			Minimum for pass	Duration of Exam Hours
			Internal assessment Marks	Board Exam. Marks	Total Marks		
5.1	36051	Textile Testing*	25	75	100	40	3
5.2	36052	Textile Wet Processing*	25	75	100	40	3
5.3	36453	Export Marketing	25	75	100	40	3
		Elective - I					
5.4.1	36671	Apparel Merchandizing @ \$	25	75	100	40	3
5.4.2	36472	Human Resource Development and Entrepreneurship \$					
5.5	36455	Textile Testing - Practical	25	75	100	50	3
5.6	36456	Textile Wet Processing - Practical	25	75	100	50	3
5.7	36457	Garment Manufacture - Practical	25	75	100	50	3
TOTAL			175	525	700		

VI SEMESTER

S.No	Subject code	SUBJECT	Examination Marks			Minimum for pass	Duration of Exam Hours
			Internal assessment Marks	Board Exam. Marks	Total Mark		
6.1	36461	Textile and Garment Costing	25	75	100	40	3
6.2	36062	Garment Manufacture*	25	75	100	40	3
		Elective – II:					
6.3.1	36641	Apparel Production Planning and Control @ \$	25	75	100	40	3
6.3.2	36482	Textile Advertisement Management \$					
6.4	36464	Textile Export Procedure - Practical	25	75	100	50	3
6.5	36465	Garment CAD – Practical	25	75	100	50	3
6.6	36466	Executive Planning and Control - Practical	25	75	100	50	3
6.7	36467	Project Work	25	75	100	50	3
TOTAL			175	525	700		

** common to all branches

common with DTP

\$ Any one Elective

* common with DTT

@ common with DGT

**DIPLOMA IN TEXTILE MARKETING & MANAGEMENT (Full time)
EQUIVALENT SUBJECTS FOR II AND III YEAR**

Subject code	L Scheme	Subject code	M Scheme
III Semester – W.E.F. OCT '16			
26031	FIBRE SCIENCE AND TECHNOLOGY	36031	FIBRE SCIENCE AND TECHNOLOGY
26432	TEXTILE ORGANIZATIONAL MANAGEMENT	36432	TEXTILE ORGANIZATIONAL MANAGEMENT
26433	TEXTILE INFORMATION MANAGEMENT	36433	TEXTILE INFORMATION MANAGEMENT
26434	CLOTH DESIGN AND DEFECTS ANALYSIS - PRACTICAL	36434	CLOTH DESIGN AND DEFECTS ANALYSIS - PRACTICAL
26435	TEXTILE MARKET DATABASE MANAGEMENT - PRACTICAL	36435	TEXTILE MARKET DATABASE MANAGEMENT - PRACTICAL
26436	ACCOUNTING SOFTWARE - PRACTICAL	36436	ACCOUNTING SOFTWARE - PRACTICAL
20001	COMPUTER APPLICATIONS – PRACTICAL (NEW PAPER)	30001	COMPUTER APPLICATIONS – PRACTICAL (NEW PAPER)
IV Semester – W.E.F. APR '17			
26141	TECHNOLOGY OF YARN MANUFACTURE #	36141	TECHNOLOGY OF YARN MANUFACTURE #
26142	TECHNOLOGY OF FABRIC MANUFACTURE#	36142	TECHNOLOGY OF FABRIC MANUFACTURE#
26443	MODERN MARKETING MANAGEMENT	36443	MODERN MARKETING MANAGEMENT
26444	TEXTILE QUALITY MANAGEMENT	36444	TEXTILE QUALITY MANAGEMENT
26445	TEXTILE CAD - PRACTICAL	36445	TEXTILE CAD - PRACTICAL
26446	TEXTILE ADVERTISEMENT AND PUBLICITY - PRACTICAL	36446	TEXTILE ADVERTISEMENT AND PUBLICITY - PRACTICAL
20002	COMMUNICATION AND LIFE SKILL - PRACTICAL	30002	LIFE AND EMPLOYABILITY SKILL -PRACTICAL

** common to all branches
* common with DTT

common with DTP
@ common with DGT

Subject code	L Scheme	Subject code	M Scheme
V Semester W.E.F. OCT '17			
26051	TEXTILE TESTING*	36051	TEXTILE TESTING*
26052	TEXTILE WET PROCESSING*	36052	TEXTILE WET PROCESSING*
26453	EXPORT MARKETING	36453	EXPORT MARKETING
ELECTIVE I:			
26671	APPAREL MERCHANDIZING @ \$	36671	APPAREL MERCHANDIZING @ \$
26472	HUMAN RESOURCE DEVELOPMENT AND ENTREPRENEURSHIP \$	36472	HUMAN RESOURCE DEVELOPMENT AND ENTREPRENEURSHIP \$
26455	TEXTILE TESTING - PRACTICAL	36455	TEXTILE TESTING - PRACTICAL
26456	TEXTILE WET PROCESSING - PRACTICAL	36456	TEXTILE WET PROCESSING - PRACTICAL
26457	GARMENT MANUFACTURE - PRACTICAL	36457	GARMENT MANUFACTURE - PRACTICAL
VI Semester – W.E.F. APR '18			
26461	TEXTILE AND GARMENT COSTING	36461	TEXTILE AND GARMENT COSTING
26062	GARMENT MANUFACTURE*	36062	GARMENT MANUFACTURE*
ELECTIVE II:			
26681	APPAREL PRODUCTION PLANNING AND CONTROL @ \$	36641	APPAREL PRODUCTION PLANNING AND CONTROL @ \$
26482	TEXTILE ADVERTISEMENT MANAGEMENT \$	36482	TEXTILE ADVERTISEMENT MANAGEMENT \$
26464	TEXTILE EXPORT PROCEDURE - PRACTICAL	36464	TEXTILE EXPORT PROCEDURE - PRACTICAL
26465	GARMENT CAD – PRACTICAL	36465	GARMENT CAD – PRACTICAL
26466	EXECUTIVE PLANNING AND CONTROL - PRACTICAL	36466	EXECUTIVE PLANNING AND CONTROL - PRACTICAL
26467	PROJECTWORK, ENTREPRENEURSHIP, ENVIRONMENT AND DISASTER MANAGEMENT	36467	PROJECTWORK

** common to all branches
* common with DTT

common with DTP
@ common with DGT

\$ Any one Elective

Question paper pattern

Common for all theory subjects

PART A - (1 to 8) 5 Questions are to be answered out of 8 questions for 2 marks each. (Question No. 8 will be the compulsory question and can be asked from any one of the units) (From each unit maximum of two 2 marks questions alone can be asked)

PART B - (9 to 16) 5 Questions are to be answered out of 8 questions for 3 marks each. (Question No. 16 will be the compulsory question and can be asked from any one of the units) (From each unit maximum of two 3 marks questions alone can be asked)

PART C - (17 to 21) Five Questions will be in the Either OR Pattern. Students have to answer these five questions. Each question carries 10 marks. (Based on the discretion of the question setter, he/she can ask two five mark questions (with sub division A & sub division B) instead of one ten marks question if required)

www.binils.com



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

III SEMESTER

2015 – 2016 ONWARDS

36031 - FIBRE SCIENCE AND TECHNOLOGY

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME

(Implements from the Academic year 2015-2016 onwards)

Course Name : TEXTILE MARKETING AND MANAGEMENT
Course Code : 1064
Subject Code : 36031
Semester : III Semester
Subject Title : FIBRE SCIENCE AND TECHNOLOGY

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours /Week	Hours /Semester	Marks			
Subject Code: 36031 FIBRE SCIENCE AND TECNOLOGY	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

Topics and allocation

Sl.No	Topic	Time (hrs.)
1	INTRODUCTION	14
2	VEGETABLE FIBRES	14
3	ANIMAL FIBRES	14
4	REGENERATED FIBRES	13
5	SYNTHETIC FIBRES	13
6	TEST & REVISION	07
Total		75

Rationale:

Fibres are the basic raw materials for the manufacture of yarns and fabrics. The ultimate property of a yarn or fabric depends on the property of the fibre in it. Therefore, it is important to study the fibre properties.

Different fibres exhibit different physical and chemical properties. This is due to a number of factors like the material of the fibre, its molecular structure, length and the amount of draft applied during spinning process. Fabrics are made from different types of fibres and their blends are put into specific uses such as summer wear, winter wear, industrial wear etc., depending on their particular properties.

Therefore it is very important for a Textile student to study the Science of Fibres and the manufacture of man made fibres.

Objectives

- To know about the various classifications of textile fibres, their origin, chemical nature, and properties etc.
- To know about the fibre chemical composition, reaction, methods and uses.
- To know about the Indian & hybrid cotton varieties and their uses.
- To know about the Flax fibre, Linen fibre, Pineapple fibre, Banana Fibre, Jute fibre, and their uses.
- To know about Wool fibre.
- To know about silk fibres.
- To study about different types of spinning methods – manufacture of Viscose rayon.
- To know about Tencel, Layacell, Modol, Polynosic rayon and HT rayon.
- To know about the manufacture of Nylon 6, Nylon 66, polyester, Acrylic fibres and their properties & uses.
- To know uses of Glass fibre, bamboo, casein, carbon, Nomex and Kevlar fibres.

www.binils.com

36031 FIBRE SCIENCE AND TECNOLOGY
DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
1	<p>INTRODUCTION:</p> <p>Definition of Textile Fibre. Classification of Textile Fibres based on origin and chemical nature - Properties required for an ideal textile fibre - Identification of Textile Fibres (cotton, silk, wool, Viscose, nylon, polyester acrylic) - Microscopic test, burning test, Solubility test - Types of polymerization - Addition and condensation polymerization. Definition of monomer, polymer, repeat unit, polymerization, Degree of polymerization, Staple fibre, filament yarn, mono filament, multifilament, spun yarn & ply yarn.</p>	14
2	<p>VEGETABLE FIBRES</p> <p>Cotton: Cotton producing countries and states in India - Classification of commercial cottons, Indian hybrid cottons with their characteristic - Physical and chemical structures of cotton fibre - Physical and chemical properties of cotton - Uses.</p> <p>Linen: Linen producing countries - Physical and chemical properties - Uses.</p> <p>Jute: Jute producing countries and states in India - Physical and chemical properties – Uses.</p> <p>End uses of Bamboo, soya, sisal, Banana and Pineapple fibres.</p>	14
3	<p>ANIMAL FIBRES :</p> <p>Wool: Wool producing countries - Classification of wool with respect to fleece and breeds - Physical and chemical structure - Physical and chemical properties - Comparison of woollen and worsted yarns - Uses.</p> <p>Silk: Silk producing countries - Types of silk (Mulbery, Eri, Muga) - Reeling, throwing and doubling - Degumming of silk - Weighting of silk - Physical and chemical properties – Uses.</p>	14

4	<p>REGENERATED FIBRES :</p> <p>Types of spinning of man made fibres - Wet, dry and melt spinning - Drawing and its importance.</p> <p>Viscose Rayon:</p> <p>Viscose Rayon manufacturers in India - Raw material – manufacturing Process with flow chart - Properties - uses.</p> <p>Properties and Uses - High Wet Modulus rayon, HT Rayon, Tencel Rayon, Lyocell, Modal, polynosic</p>	13
5	<p>SYNTHETIC FIBRES:</p> <p>Nylon and Polyester manufacturers in India.</p> <p>Nylon – 6,6: Raw material – manufacturing Process with flow chart - properties - uses.</p> <p>Nylon – 6: Raw material – manufacturing Process with flow chart - properties - uses</p> <p>Polyester: Raw material – manufacturing Process using PTA route with flow chart - properties - uses.</p> <p>Acrylic Fibre: Raw material - manufacturing Process with flow chart - properties - uses.</p> <p>Applications of the following fibres: Glass, Asbestos, Casein, Carbon, Nomex, Kevlar & Polyurethane.</p>	13

TEXT BOOKS:

S.No	TITLE	AUTHOR	PUBLISHERS	YEAR OF PUBLICATION
1	Textile fibres	V.A. Shenai	“Technology of Textile Processing”. Sevak publications, Bombay	1997
2	Textile fibres Vol I, Vol II	J.Gordon cook	Woodhead Publishing Ltd. Cambridge England	2001
3	Manmade fibres	P.W. Moncrieff	Newnes – Butterworths, London	1975

REFERENCE BOOKS:

S.No	TITLE	AUTHOR	PUBLISHERS	YEAR OF PUBLICATION
1	Textile Science	E.P.C. Gohle and L.D. Vilensty	CBS Publishers and Distributors Delhi, India	1987
2	Fibre Science and Technology	S.P. Mishra	New age International (p) Ltd Daryaganj, New Delhi-110002	2005
3	Dyeing and chemical Technology of Textile Fibres	ER Trotman	British high commission Madras – 2	1970



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

III SEMESTER

2015 – 2016 ONWARDS

36432 – TEXTILE ORGANISATIONAL MANAGEMENT

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36432
 Semester : III Semester
 Subject Title : TEXTILE ORGANISATIONAL MANAGEMENT

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject	Instruction		Examination		
	Hours/week	Hours/semester	Assessment Marks		
Subject code:36432 TEXTILE ORGANISATIONAL MANAGEMENT	5	75 Hrs.	Internal	Board Exam	Total
			25	75	100

TOPICS AND ALLOCATIONS:

UNITS	TOPICS	Time (Hrs)
1	Introduction to principles of management	14
2	Planning and control for textile units	14
3	Organizing principles in textile firms	14
4	Staffing and directing in textile organizations	13
5	Self management:	13
6	TEST & REVISION	07
Total		75

RATIONALE:

To understand the Textile industry and the market, an effort is made to equate the products' features with the requirement of the Markets. In order to achieve this objectives a broad sweep various subjects in the entire textile spectrum is elaborated to the level of the diploma students..

OBJECTIVES:

Unit I:

1. To understand what managers in Textile organizations do?
2. To understand the development and transformation of managerial thoughts, broadly.

Unit II:

3. To know the vitality of planning and control processes.
4. To understand the types of planning and control as an aid to Decision making.

Unit III :

5. To know what and various types of organizing and its structures in a textile unit.
6. To understand the Functions of organizing.

Unit IV:

7. To understand the concept of assigning the right men for the right jobs.
8. To understand the principles of Direction, viz, Supervision, Communication, Motivation & Leadership.

Unit V:

9. To understand the important tools of self Management.
10. To know self management by the way of career planning, time ,anger, assertiveness and stress management.

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	INTRODUCTION TO PRINCIPLES OF MANAGEMENT Definition - Management - Role of managers - Meaning, Scope, Nature, Importance & levels of Management. Taylor's Scientific Management principles - its Merits and Demerits. Henry Fayol's 14 Management principles. Functions of the Manager in a textile organization. POSDCORB.	14 Hrs
II	PLANNING AND CONTROL FOR TEXTILE UNITS Meaning, Nature, Importance, and Steps in Planning. Various Types of planning. Importance, Need & factors involved in Decision making – Methods of Evaluation. Meaning of control & control process. Production control. Functions of PPC - Routing, Scheduling, and Dispatching. Inventory control, meaning and methods. Budgetary control. Need & Importance.	14 Hrs
III	ORGANISING PRINCIPLES IN TEXTILE FIRMS Meaning, Types, importance and Nature of organization Line, Staff & Functional Organizations. Organisation chart for spinning, weaving, processing and garment units in textile industry. Understanding Authority, Responsibility & Accountability. Departmentation, Delegation and Decentralization in Organizing. Centralisation versus decentralisation.	14 Hrs
IV	STAFFING AND DIRECTING IN TEXTILE ORGANISATIONS. Job design-Job Analysis, Job description, Job specification, Job Evaluation, Job Enrichment, Job Rotation : Process, method, merits & demerits of them. Recruitment, Selection and Training of personnel. Various needs, advantages & types of trainings. Meaning and significance of Directing. Supervision- Meaning and Qualities of Good Supervision & Span of supervision. Communication, Methods and Effectiveness. Leadership, Meaning, Types and Qualities of Effective Leadership.	13 Hrs

V	<p>MANAGERIAL CONTROLS AND SELF MANAGEMENT AT WORK IN TEXTILE BUSINESS</p> <p>Career Concepts – Meaning, Stages and Types. Consequences & Management of Stress- Dis-stress, Eustress. Time management, Anger management- Need, importance and techniques. Motivation, meaning and importance. Maslow' Need Hierarchy, McGregor's and XYZ theories. Z-Theory of motivation. The need and development of Assertiveness and Negotiations skills for a Manager.</p>	13 Hrs
----------	--	---------------

TEXT BOOKS:

Author	Title	Publisher	Edition	Year
1.DINGAR PAGARE	BUSINESS MANAGEMENT	SULTAN & SONS NEW DELHI – 110 032.	Fifth Edition	2007
2. L M PRASAD	PRINCIPLES & PRACTICE OF MANAGEMENT	SULTAN & SONS NEW DELHI – 110 032	Seventh Edition (reprint)	2006

REFERENCE BOOKS:

Author	Title	Publisher	Edition	Year
CURTIS W. COOK & PHILIP L HUNSAKER	MANAGEMENT & ORGANISATIONAL BEHEVIOR	MCGRAW – HILL	FOURTH EDITION (INTERNATIONAL)	2004.
MAINNIERO & TROMLEY	DEVELOPING MANAGERIAL SKILLS	PHI P.LTD.,	FOURTH EDITION	2011
DRAFKE	HUMAN SIDE OF ORGANIZATIONS	PHI P.LTD.,	NINTH EDITION	2011
TOPCHIK	MANAGING WORKPLACE	PHI P.LTD.,	FIRTH EDITION	2010



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

III SEMESTER

www.birlits.com

2015 – 2016 ONWARDS

36433 – TEXTILE INFORMATION MANAGEMENT

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36433
 Semester : III Semester
 Subject Title : Textile Information Management

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours / Week	Hours/ Semester	Marks			
Subject code:36433	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
Textile Information Management			25	75	100	

TOPICS AND ALLOCATION

UNITS	TOPICS	Time (Hrs)
1	Introduction to MIS and its Applications in business	14
2	Banking Information System	14
3	Financial Information Management Concepts	14
4	Management of Financial Transactions	13
5	Management of Reporting System	13
6	Test & Revision	07
Total		75

RATIONALE:

To understand the basic concepts of MIS, Banking systems and accounting procedures & methods. In order to achieve this objective a broad sweep of various topics related to the above concepts to the level of the diploma students..

OBJECTIVES:

UNIT - 1

- 1 . To understand the Management Information System
- 2 .To study the application of MIS in Business

UNIT - 2

- 3 .To study the different types of banks
- 4 .To study the various functions of banks

UNIT - 3

- 5.To understand the double entry system of book keeping
- 6.To understand the procedure for journalizing and posting

UNIT - 4

- 7 .To understand the purchase book and sales book
- 8 .To study the cash book and petty cash book

UNIT - 5

- 9 .To understand the trial balance.
- 10.To study the procedure for preparing final accounts.

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I.	<p>Introduction to MIS and its applications in business</p> <p>MIS – Definition – Conceptual view of MIS – Physical view of MIS- Definition – Role of MIS in business – impact of MIS in business – MIS and User Interface – MIS as a Control System - Scope and application of E-Business - Meaning and models in E-commerce- Meaning of E-Communication – Meaning and Models in E-Collaboration.</p>	14 Hrs
II.	<p>Banking Information System</p> <p>Definition – kinds of Banks – Commercial Banks – Nationalized Banks – Co- Operative Banks and Developmental Banks – Industrial Banks - Resources and Functions of developmental Banks – IFCI, ICICI, IDBI, SFCs – Exchange Banks – EXIM Banks – Primary and Secondary functions – Cheques - Features – MICR cheque - crossing - Central Bank – RBI - Functions .</p>	14 Hrs
III.	<p>Financial Information Management Concepts</p> <p>Financial information – Accounting Concepts – Principles – definition – objectives - advantages – Uses of accountancy information – double entry system of book keeping – Classification of accounts - golden rules – Journal – Definition – journalizing – Ledger Postings - Trial balance.</p>	14 Hrs
IV.	<p>Management of Financial Transactions</p> <p>Information on purchase - Purchase book - purchase returns book - Information on sales - Sales book - sales returns book - Cash book advantages - Single column cash book - Double column cash book - Triple column cash book - Petty cash book - Simple problems.</p>	13 Hrs
V	<p>Management of Reporting System</p> <p>Preparation of Trial balance - Meaning and need for final accounts - Format of trading accounts - Problems in trading accounts - Format of profit and loss accounts- Problems in trading and profit and loss accounts - Format of final accounts - Problems in final accounts without adjustments.</p>	13 Hrs

TEXT BOOK:

Author	Title	Publisher	Edition	Year
WAMAN AND S.JAWADEKAR	MANAGEMENT INFORMATION SYSTEM	THE MC.GRAWHALL PUB.(P)LTD.	1 ST EDITION	2007
K.L.NAGARAJAN N.VINAYAGAM P.L.MANI	PRINCIPLES OF ACCOUNTENCY	THE MC.GRAWHALL PUB.(P)LTD.	1 ST EDITION	2006

REFERENCE BOOKS:

Author	Title	Publisher	Edition	Year
I.S.GREWAL	INTRODUCTION TO ACCOUNTANCY	S.CHAND & CO	1 ST EDITION	2004
S.N.MAHESHWARI S.K.MAHESHWARI	FINANCIAL ACCOUNTING	VIKAS PUPLISHING HOUSE PVT LTD	1 ST EDITION	2005

www.binils.com



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

III SEMESTER

2015 – 2016 ONWARDS

**36434 – CLOTH DESIGN AND DEFECTS ANALYSIS -
PRACTICAL**

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME

(Implemented from the Academic Year 2015-2016 on wards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

Subject Code :36434

Semester :III

Subject Title : CLOTH DESIGN AND DEFECTS ANALYSIS- PRACTICAL

SCHEME OF INSTRUCTION AND EXAMINATION:

No. of Weeks per Semester: 15
Weeks

Subject	Instruction		Examination		
	Hours/week	Hours/Semester	Assessment Marks		
Subject Code:36434 CLOTH DESIGN AND DEFECTS ANALYSIS- PRACTICAL	5	75	Internal	Board Exam	Total
			25	75	100

RATIONALE:

The diploma students should necessarily have basic practical skills and knowledge to get their work done in their career in the industry and trade, where they are going to get absorbed either as technicians or administrators or entrepreneurs. This is achieved by introducing practical experiments with hands on experience in the specified subjects.

OBJECTIVES:

This course imparts practical knowledge to the students about Cloth Design and Defects Analysis to a level which is required for our Diploma students.

- To learn about different types of fabrics.
- To analyse the fabric design, draft, peg plan PPI, EPI, fabric requirements etc.,
- To find out the common types of fabric defects

EXPERIMENTS:

I. Plain Fabrics

1. Analysis of Casement Fabric
2. Analysis of Cambric Fabric
3. Analysis of Long-cloth Fabric
4. Analysis of Voile Fabric

II. Furnishing Fabrics

5. Analysis of Suiting Fabric
6. Analysis of Drill Fabric
7. Analysis of Chiffon Fabric
8. Analysis of Crepe Cloth

III Common Utility Fabrics

9. Analysis of Satin/Sateen Cloth
10. Analysis of Towels / Bed sheets

IV Fabric Defects & Familiarisation:

11. Analysis of Fabric Defects
12. Familiarisation of Knitted Fabrics

1. INTERNAL ASSESSMENT / RECORD

:25 MARKS

2. BOARD PRACTICAL EXAMINATION EVALUATION

:75 MARKS

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Procedure	20
Experiment	50
Viva-Voce	05
Total	75

LIST OF EQUIPMENTS AND THE QUANTITY REQUIRED FOR A BATCH OF 30 STUDENTS

S.No	Equipments	
1.	Beeseley's Balance	1 No.
2.	Counting Glass	30 Nos.
3.	Unravelling Pin	30 Nos.
4.	Scissors	30 Nos.



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

III SEMESTER

2015 – 2016 ONWARDS

36435 – TEXTILE MARKET DATABASE MANAGEMENT

SYSTEMS - PRACTICAL

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME

(Implemented from the Academic Year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
Subject Code : 36435
Semester : III
Subject Title : TEXTILE MARKET DATA BASE MANAGEMENT –
PRACTICAL

SCHEME OF INSTRUCTION AND EXAMINATION:

No. of Weeks per Semester: 15
Weeks

Subject	Instruction		Examination		
	Hours/week	Hours/Semester	Assessment Marks		
Subject Code:36435 TEXTILE MARKET DATA BASE MANAGEMENT – PRACTICAL	5	75	Internal	Board Exam	Total
			25	75	100

RATIONALE:

The diploma students should necessarily have basic practical skills and knowledge to get their work done in their career in the industry and trade, where they are going to get absorbed either as technicians or administrators or entrepreneurs. This is achieved by introducing practical experiments with hands on experience in the specified subjects.

OBJECTIVES:

This course imparts practical knowledge to the students about Textile Market Data Base Management to a level which is required for our Diploma students.

- To learn about different types of Data.
- To analyse data from textile field.
- To integrate textile information and database techniques.

LIST OF EXPERIMENTS:

MARKET DATA: (Use charts and table wherever necessary)

1. Designing sales report of a company
2. Prepare a quotation of a company
3. Designing invoice format of a company
4. Prepare a market report of textile products

ANALYSIS OF DATA: (Use charts and table wherever necessary)

5. Analyze production capacity of a company for last five years.
6. Analyze quantity of raw material used by the company
7. Analyze profit and loss of a company for last five years
8. Analyze assets of a company at a particular financial year

9. Comparisons of wage and salary for administrative staff and workers.
10. Find out sales of a company by territory/region using sort, filter command.

COMPILATION OF DATA:

(Consolidation of organizational data using data base)

11. Creating employee's data
12. Modifying a payroll

- | | |
|--|-------------------|
| 1. INTERNAL ASSESSMENT / RECORD | : 25 MARKS |
| 2. BOARD PRACTICAL EXAMINATION EVALUATION | : 75 MARKS |

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Procedure	20
Experiment	50
Viva-Voce	05
Total	75

LIST OF EQUIPMENTS AND THE QUANTITY REQUIRED FOR A BATCH OF 30 STUDENTS

SOFTWARE REQUIREMENTS

Operating System	Windows XP or Windows Vista or Windows 7 / Linux
Office Package	Microsoft office 2000 or Office 2003 or Office 2007/Open Office

HARDWARE REQUIREMENTS

Desktop Computer System with latest configuration	30 Nos
Power Backup (UPS)	10 KVA
Laser Printer	3 Nos



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

III SEMESTER

2015 – 2016 ONWARDS

36436 – ACCOUNTING SOFTWARE - PRACTICAL

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME

(Implemented from the Academic Year 2015-2016 on wards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Subject Code :36436
 Semester :III
 Subject Title : ACCOUNTING SOFTWARE – PRACTICAL

SCHEME OF INSTRUCTION AND EXAMINATION:

No. of Weeks per Semester: 15
 Weeks

Subject	Instruction		Examination		
	Hours/week	Hours/Semester	Assessment Marks		
Subject Code:36436 ACCOUNTING SOFTWARE - PRACTICAL	5	75	Internal	Board Exam	Total
			25	75	100

RATIONALE:

The diploma students should necessarily have basic practical skills and knowledge related to accounting to get their work done in their career in the industry and trade, where they are going to get absorbed either as technicians or administrators or entrepreneurs. This is achieved by introducing practical experiments with hands on experience in the specified subjects.

OBJECTIVES:

This course imparts practical knowledge to the students regarding Accounting Software – Practical to a level which is required for our Diploma students.

- To learn about fundamentals of accounting principles..
- To analyze the intricacies of accounting.
- To get familiar with accounting software.

LIST OF EXPERIMENTS: MASTER CREATION

1. Create, select, alter and shut a company.

2. Create, display and alter accounts groups.
3. Create, display, alter and delete a ledger.

TRANSACTIONS:

4. Entering accounts transactions for receipt vouchers
5. Entering accounts transactions for payment vouchers
6. Entering accounts transactions for contra voucher.
7. Entering accounts transactions in purchase vouchers
8. Entering accounts transactions in sales vouchers

INVENTORY INFORMATION:

9. Creating units of measures
10. Creating stock groups.

FINAL ACCOUNTS:

10. Preparing trial balance, profit & loss account and balance sheet of the given transactions.
12. Preparing and display sales and purchase register.

1. INTERNAL ASSESSMENT / RECORD : 25 MARKS

2. BOARD PRACTICAL EXAMINATION EVALUATION : 75 MARKS

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Procedure	20
Experiment	50
Viva-Voce	05
Total	75

LIST OF EQUIPMENTS AND THE QUANTITY REQUIRED FOR A BATCH OF 30 STUDENTS

SOFTWARE REQUIREMENTS

Operating System	Linux
Application Package	Accounting Software

HARDWARE REQUIREMENTS

Desktop Computer System with latest configuration	30 Nos
Power Backup (UPS)	10 KVA
Laser Printer	3 Nos



DIRECTORATE OF TECHNICAL EDUCATION

**FOR ALL BRANCHES OF
ENGINEERING**

II YEAR

M- SCHEME

III SEMESTER

2015 –2016 onwards

www.binitils.com

CURRICULUM DEVELOPMENT CENTRE

STATE BOARD OF TECHNICAL EDUCATION & TRAINING, TAMILNADU.

M- SCHEME

(to be implemented for the student Admitted from the Year 2015-2016 on wards)

Course Name : For All Branches

Subject Code : 30001

Semester : III

Subject title : COMPUTER APPLICATIONS PRACTICAL

TEACHING & SCHEME OF EXAMINATION:

No. of weeks per Semester: 15 Weeks

Course	Instruction		Examination			Duration
			Max.			
	Hours/ week	Hours/ Semester	Internal Assessment	Board Examination	Total	
COMPUTER APPLICATIONS PRACTICAL	4Hrs	60 Hrs	25	75	100	3Hrs

RATIONALE:

The application of Computer knowledge is essential the students of all disciplines of Engineering in addition to their respective branch of study. The Computer Application Practical course facilitates the necessary knowledge and skills regarding creating, working and maintaining the documents and presentation of documents with audio visual effects in a computer and produces necessary skills in E- Learning and Chatting tools..

OBJECTIVES:

On completion of the following exercises, the students will be able to

- Use the GUI operating systems
- Familiarize and customize the desktop
- Use the different facilities available in the word processor
- Prepare Power Point presentation with different formats
- Expose E-learning tools and chatting tools
- Analyze the datasheet
- Create and manipulate the database
- Create different types of charts
- Prepare PowerPoint presentation
- Understand Internet concepts and usage of e-mail

GUIDELINES:

- All the experiments given in the list of experiments should be completed and all the experiments should include for the end semester practical examination.

- The computer systems should be 1:1 ratio for practical classes

**SYLLABUS
LAB EXERCISES
SECTION – A**

GRAPHICAL OPERATING SYSTEM

Introduction to GUI OS; Features and various versions of GUI OS & its use; Working with GUI OS; My Computer & Recycle bin ; Desktop, Icons and Explorer; Screen description & working styles of GUI OS; Dialog Boxes & Toolbars; Working with Files & Folders; simple operations like copy, delete, moving of files and folders from one drive to another, Shortcuts & Autostart; Accessories and Windows Settings using Control Panel- setting common devices using control panel, modem, printers, audio, network, fonts, creating users, internet settings, Start button & Program lists; Installing and Uninstalling new Hard ware & Software program on your computer - Copying in CD/DVD settings – Recording Audio files.

Exercises

1.
 - a. Installing screen saver and change the monitor resolution by 1280X960
 - b. Setting wall papers
 - c. Creating, moving, deleting and renaming a folder
 - d. Copy, paste and cut a folder/file
 - e. Displaying the properties for a file or folder
2.
 - a. Restoring files and folders from Recycle bin
 - b. Creating short cuts for folder/file
 - c. Finding a file or folder by name
 - d. Selecting and moving two or more files/folders using mouse
 - e. Sorting folders/files.

WORD PROCESSING

Introduction to Word Processing – Examples- Creation of new documents, opening document, insert a document into another document. Page setup, margins, gutters, font properties, Alignment, page breaks, header footer deleting, moving, replace, editing text in document. Saving a document, spell checker. Printing a document. Creating a table, entering and editing, Text in tables. Changing format of table, height width of row or column. Editing, deleting Rows, columns in table. Borders, shading, Templates, wizards, drawing objects, mail merge.

Exercises

3. Create the following table and perform the operations given below

DAYS	1	2	3	4	5	6	7	8
MON	←TEST→		A: JPP			CA	RDBMS	TUT
	B: RDBMS							
TUE	CA	OOP	CN	RDBMS	A: RDBMS			
					B: JPP			
WED	CN	RDBMS	OOP	RDBMS	COMMUNICATION		CN	CA
THU	OOP	A: JPP			CA	RDBMS	CN	OOP
		B: RDBMS						
FRI	COMMUNICATION		A: RDBMS		OOP	CN	RDBMS	CA
			B: JPP					
SAT	OOPS	RDBMS	CN	CA	-----			

4. Create a standard covering letter and use mail merge to generate the customized letters for applying to a job in various organizations. Also, create a database and generate labels for the applying organizations.
5. Create a news letter of three pages with two columns text. The first page contains some formatting bullets and numbers. Set the document background colour and add 'confidential' as the watermark. Give the document a title which should be displayed in the header. The header/ footer of the first page should be different from other two pages. Also, add author name and date/ time in the header. The footer should have the page number.

SPREADSHEET

Introduction to Analysis Package – Examples - Concepts of Workbook & Worksheets; Using Wizards; Various Data Types; Using different features with Data, Cell and Texts; Inserting, Removing & Resizing of Columns & Rows; Working with Data & Ranges; Different Views of Worksheets; Column Freezing, Labels, Hiding, Splitting etc.; Using different features with Data and Text; Use of Formulas, Calculations & Functions; Cell Formatting including Borders & Shading; Working with Different Chart Types; Printing of Workbook & Worksheets with various options.

Exercises

6. Create a result sheet containing Candidate's Register No., Name, Marks for six subjects. Calculate the total and result. The result must be calculated as below and failed candidates should be turned to red.

Result is Distinction if Total $\geq 70\%$

First Class if Total $> 60\%$ and $< 70\%$

Second Class if Total $\geq 50\%$ and $< 60\%$

Pass if Total $\geq 35\%$ and $< 50\%$

Fail otherwise

Create a separate table based on class by using auto filter feature.

7. Create a table of records with columns as Name and Donation Amount. Donation amount should be formatted with two decimal places. There should be at least twenty records in the table. Create a conditional format to highlight the highest donation with blue color and lowest donation with red colour. The table should have a heading.
8. Create line and bar chart to highlight the sales of the company for three different periods for the following data.

SALES BAR CHART

Period	Product1	Product2	Product3	Total
JAN	35	40	50	125
FEB	46	56	40	142
MAR	70	50	40	160

SECTION – B

DATABASE

Introduction – Menus – Tool bar – Create – Edit – Save – Data types – Insert – Delete – Update – View – Sorting and filtering – Queries – Report – Page setup – Print.

Exercises

9. Create Database to maintain at least 10 addresses of your class mates with the following constraints

- Roll no. should be the primary key.
- Name should be not null

10. create a students table with the following fields: Sr.No, Reg. No, Name, Marks in

5 subjects. Calculate total and percentage of 10 students. Perform the following queries.

- To find the details of distinction student
- To find the details of first class students
- To find the details of second class students

11. Design a report for the above exercise to print the consolidated result sheet and mark card for the student.

PRESENTATION

Introduction - Opening new presentation, Parts of PowerPoint window – Opening -Saving and closing presentations - Features of PowerPoint, Background design, Word art, Clip art, Drawings,3D settings - Animations, Sound, Views, types of views - Inserting and deleting slides, arranging slides, slides show, rehearsal, setup show, custom show - Creating custom presentations, action setting, auto content wizard, working with auto content wizard

Exercises

12. Make a marketing presentation of any consumer product with at least 10 slides.
Use different customized animation effects on pictures and clip art on any four of the ten slides.
13. Create a Presentation about our institution or any subject with different slide transition with sound effect.

INTERNET

Introduction – Getting acquainted with Internet Connection - Browsers – Website URL - Open a website – Net Browsing - Email: Creating E-mail id – Sending , receiving and deleting E-mail - Email with Attachments – CC and BCC - Chatting – Creating Group mail - Google docs – Search Engines – Searching topics .

Most Popular Social Networking Sites : History – Features – Services – Usage of Face book , Twitter and Linkdln.

Transferring data through wifi / bluetooth among different devices.

Introduction to cybercrime – Software Piracy – Viruses – Antivirus Software

Exercises

14. Create an e-mail id and perform the following
 - Write an e-mail inviting your friends to your Birthday Party.
 - Make your own signature and add it to the e-mail message.
 - Add a word attachment of the venue route
 - Send the e-mail to at least 5 of your friends.
15. Create a presentation on Google docs. Ask your friend to review it and comment on it. Use “Discussion” option for your discussions on the presentation.

Hardware and Software Requirements

Hardware Requirements:

- Computers – 36Nos
 - Intel Core i3 Processor
 - 500 GB Hard Disk, 2 MB RAM
 - 14" Monitor
- Projector – 1 Nos
- Laser Printer – 1 No
- Internet Connection – Minimum of 512 KB

Software Requirement

- Any GUI Operating System
- Open Source Software / MS- Office

1. SemesterEndExamination–75 Marks

Content	Max.Marks
Writing Procedure – One Question from Section A	15
Demonstration	15
Results with Printout	5
Writing Procedure – One Question from Section B	15
Demonstration	15
Results with Printout	5
Viva voce	5
Total	75MARK



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

IV SEMESTER

2015 – 2016 ONWARDS

36141 – TECHNOLOGY OF YARN MANUFACTURE #

(Common with DTP)

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36141
 Semester : IV Semester
 Subject Title : TECHNOLOGY OF YARN MANUFACTURE # (Common with DTP)

TEACHING AND SCHEME OF EXAMINATION

No of weeks per semester: 15

Subject Title	Instructions		Examination			Duration
	Hours /Week	Hours /Semester	Marks			
Subject Code: 36141	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
Technology of Yarn Manufacture #			25	75	100	

Topics and Allocation of Hours:

Sl.No.	Topic	Time(Hrs)
1	GINNING, MIXING, BLOW ROOM AND CARDING	14
2	DRAWING AND COMBING	14
3	ROVING AND SPINNING	14
4	DOUBLING, REELING, BUNDLING AND BALING	13
5	REGULAR AND SPECIALTY YARNS	13
6	TEST & REVISION	7
Total		75

RATIONALE:

To understand about various preparatory processes in spinning like ginning, mixing, blow room, carding, drawing and combing. The students will be taught about ring spinning and post spinning. The students will study the definition and uses of different types of Fancy Yarns.

OBJECTIVES:

Unit-1- Ginning, Mixing, Blow room and Carding

To study about the sequence of machines in Blow room lines.

To study the functions and passage of material through carding

Unit-2- Drawing and Combing

To study the functions and passage of material through drawing

To study the functions and passage of material through combing

Unit-3- Roving and Spinning

To study the functions and passage of material through speed frame.

To study the functions and passage of material through Ring Frame.

Brief study about Modern Spinning systems.

Unit-4- Doubling, Reeling, Bundling and Baling

To study the objectives and details of Doubling, Reeling, Bundling and Baling.

To study the functions and passage of material through 7 Lea Mechanism.

Unit-5- Regular and Specialty yarns

To study the definition and uses of different types of Fancy Yarns

To study the manufacturing process of sewing thread.

36141-TECHNOLOGY OF YARN MANUFACTURE

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
1	GINNING, MIXING, BLOW ROOM AND CARDING Objects of Ginning, Types of gins. Objects of Mixing & Blending – Objects of Blow room –sequence of Blow room machines for carded yarn and combed yarn manufacture. Sequence and functions of the machines for synthetic fibre processing and their blends – Brief idea about Chute feed system- advantages and disadvantages, Objects of Carding – Principles of carding and stripping actions – passage of material through Modern HP card – salient features of Modern HP card.	14 Hrs
2	DRAWING & COMBING Objects of Drawing –Principles of roller drafting –Passage of material through Modern Draw Frame – Features of modern draw frame - Principles of Auto levelers (Open loop and close loop system) - Objects of preparatory machines to Combing - Objects and Sequence of Combing action- Passage of material through the Modern Comber – Salient features of modern comber- Comparison between carded and combed yarns. Definition of semi combed yarn, combing efficiency, uni comb.	14Hrs
3	ROVING AND SPINNING Objects of Speed frame – Passage of material through the Speed Frame- Functions of Drafting system, Flyer, Spindle, False twister. Definition of Flyer lead & Bobbin lead winding. Salient features of modern speed frame. Objects of Ring fame –passage of material through modern ring frame-Functions of Rings & Traveler, S & Z Twist. Salient features of Modern Ring Frame. Objects of Rotor (Open End) Spinning & passage of material through Rotor spinning – Advantages & Limitations. Comparison between ring and OE yarns - Features of DREF 3, Air - jet and Compact spinning systems - Advantages.	14 Hrs
4	DOUBLING, REELING, BUNDLING AND BALING Objects of Doubling – Principles of doubling. Passage of material through Dry and Wet doubling machines – End uses of doubled yarn. Objects of Two for One Twister - Passage of material through Two for One Twister – advantages & disadvantages .Objects of Reeling – Types and Systems of Reeling. Passage of material through 7 Lea reeling machine – Objects of Bundling and Baling – Specifications of bundling & baling.	13 Hrs

5	REGULAR AND SPECIALITY YARNS Definition and end uses of Spun yarn - mono & multi-filament yarn - Cable yarns – Slub yarns – Flock or Flake yarns –Boucle yarn – Gimp yarn – Spot and Knot yarns – Loop or Curl yarn– Grandrelle yarns – Spiral or Cork screw yarns – Chenille yarn –Covered yarn – Core yarn –Faciated yarn – Mélange yarns-Elastomeric yarns – Metallic yarns– (No Method of production Details) - Sewing threads – Fibres for sewing threads- Properties required for sewing threads – Process flow chart for cotton and spun polyester sewing thread manufacture.	13 Hrs
----------	--	---------------

TEXT BOOKS:

Author	Title	Publisher	Year
A.V.Mani	Spun yarn technology -volume I & II	Saravana Publications, Madurai	1996
Jaganathan.R	Cotton spinners Hand book	Mahajan Brothers Ahmedabad 380009	--

REFERENCE:

SL. NO	Title	Author	Publisher	Year
1	W.A.Hunter	Opening and cleaning	The Textile Institute Manchester, U.K.	---
2	W.S.Taggart	Cotton spinning	S.S. Shroff, Bombay	---
3	W.Klein	Short Staple Spinning Series Volume I, II & III	The Textile Institute Manchester, U.K.	1987
4	Hanter.W.A	Manual of cotton spinning volume IV & V	Textile Institute Manchester	1
5	Srinivasamoorthy.H.V	Cotton waste industry	Victoria Jubilee Technical Institute, Matunga, Bombay 400019	3



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

IV SEMESTER

2015 – 2016 ONWARDS

36142 – TECHNOLOGY OF FABRIC MANUFACTURE

(Common with DTP)

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME

(Implements from the Academic year 2015-2016 onwards)

Course Name	:	DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
Course Code	:	1064
Subject Code	:	36142
Semester	:	IV Semester
Subject Title	:	TECHNOLOGY OF FABRIC MANUFACTURE* (Common with DTP)

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours/Week	Hours/Semester	Marks			
36142: Technology Of Fabric Manufacture	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

Topics and Allocation of Hours:

Sl.No.	Topic	Time(Hrs)
I	Weaving Preparatory Process	14
II	Woven Fabric Formation	14
III	Knitted Fabric Formation	14
IV	Fabric Structures	13
V	Non Woven & Special Fabrics	13
VI	Test & Revision	7
Total		75

RATIONALE:

Fabric Formation is the second major process in Textile industry in which yarn is converted into fabric. So studying the different techniques of fabric formation like Weaving, Knitting and Non- Woven techniques are very important for a textile technician. Ability to analyse different types of woven and knitted fabric structures is also an essential skill.

OBJECTIVES:

At the end of the study of III Semester the student will be able to

Unit – I: Weaving Preparatory Process

- Study about the preparatory processes in weaving.
- Learning the different types of knotting equipment, Splicing and Autoconer.

Unit – II: Woven Fabric Formation

- Know the primary and secondary motions of plain loom.
- Understand the features of different types of shuttleless looms.
- Understand the defects in woven fabric.

Unit – III: Knitted Fabric Formation

- Understand the basic terminology & elements in knitting
- Know the basic principles & working of plain weft knitting machines.

Unit – IV: Fabric Structures

- Know and analyze the different types of woven structure.
- Know and analyze the different types of knit structure.

Unit – V: Non Woven & Special Fabrics

- Have knowledge on Non Woven and its applications.
- Know the definition special fabrics

TECHNOLOGY OF FABRIC MANUFACTURE - 36142
DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	<p>Weaving Preparatory Process : Sequence of processes involved in Weaving preparatory with objectives- winding, warping, sizing - Passage of material in Autoconer- Features of Autoconer- Functions of Tensioners, Slub catchers, Electronic Clearers and Splicer – Comparison between Knotting and Splicing – Advantages of splicing. – Object of Sectional Warping and its salient features - Passage of material in Beam warping - Passage of material in Sizing machine.</p>	14 Hrs
II	<p>Woven Fabric Formation Looms- types- Features of Tappet, Dobby, Jacquard looms – Object of Drawing-In and Denting - Passage of Warp in a conventional Plain loom – Objects of Primary, Secondary & Auxiliary motions in a Plain loom – Features of Automatic Shuttle Loom and Shuttleless Loom - Shuttleless looms Classification (Flexible Rapier, Projectile, Air jet and Water jet) and its advantages - Defects in Woven fabrics - Missing ends, Warp & weft streaks, Floats, Temple marks and Stains.</p>	14 Hrs
III	<p>Knitted Fabric Formation Knitting – Definition, Classification – Uses- Comparison between knitting and weaving - Important Knitting terms - Course, Wales, Texture, Gauge, Loop length, Loop density, Face loop, Back loop- Knitting elements -. Needles (Latch, Beard and Compound), Sinker, Cam- Passage of material in a Circular plain Weft knitting machine - Knitting cycle of Latch needle in plain weft knitting machine- Uses of Double Jersey, Flat and Warp knitting machine. Defects in Weft knit fabrics - Vertical lines, Horizontal lines, Drop stitches, Distorted stitches and Press off - Comparison between woven and knitted fabrics.</p>	14 Hrs
IV	<p>Fabric Structures Woven Structures: Definition of Design, Draft, Peg plan – Design, Draft & Peg plan for Plain weave– 4x4 Matt weave– 2/1, 3/1 Twill weave – 5 end Satin weave and Sateen weave – End uses of above fabrics. Knit Structures: Knit, Tuck and Miss Stitches – Drawing of Graphical and Needle (Diagrammatic) notation of single jersey Plain, purl and Double jersey Rib. Drawing of Needle (Diagrammatic) notation of Interlock and Lacoste fabrics.</p>	13 Hrs

Unit	Name of the Topic	Hours
V	<p>Non Woven and Special Fabrics Non-Woven fabrics – definition - uses - classification of Non Woven Fabrics. Web Formation Techniques – Staple Fibre Webs – Wet laid webs, Dry laid webs, Parallel, Cross and Random laid webs – Continuous Filament webs – Spun laid webs and Melt blown webs. Non Woven Fabric Formations Techniques – Adhesive bonding, Thermal Bonding, Needle punching and bonding of spun laid webs. Definition of Lace fabrics and Braided fabrics.</p>	13 Hrs

Title	Author	Publisher	Year
Text books:			
Principles of weaving	R Marks ATC Robinson	The Textile Institute, Manchester, UK	1976
The Motivate Series	Andrea Wynne	MacMillan Education Ltd, London and Basingstoke.	1997
Cotton Yarn Weaving	Kanungo R.N	Textile Association India, Ahmedabad	1980
Weaving machines, Mechanisms & Management	M K Talukdar P K Sriramulu D.B Ajgaonkar	Mahajan Publications Pvt Ltd, Ahmadabad- 9	1998
Modern Weaving Technology	J K Arora	Abhisek Publications, Chandigarh- 17	2008
Principles of Knitting	D B Ajgaonkar	Universal Publishing Corporation	1988
Knitting Technology	David J Spencer	Pergamon Press Oxford	1988
Reference books:			
Warp Knitting	D G B Thomas	Merro Pub. Co. ISA Buld. UK	1976
Textile Fibre to Fabric	Bernard P. Corbman	McGraw –Hill Book co.,Singapore.	1983
Yarns and Technical Textiles	K.P.Chellamani	SITRA, Coimbatore	1999
High speed Weaving	Jeyachandran. K	P.S.G.Tech,Coimbato re.	1990



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

IV SEMESTER

2015 – 2016 ONWARDS

36443 – MODERN MARKETING MANAGEMENT

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic year 2015-2016 onwards)

Course Name :DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code :1064
 Subject Code :36443
 Semester : IV Semester
 Subject Title :MODERN MARKETING MANAGEMENT

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject	Instruction		Examination		
	Hours/week	Hours/Semester	Assessment Marks		
Subject code:36443 Modern Marketing Management	5	75	Internal	Board Exam	Total
			25	75	100

UNITS	TOPICS	Time (Hrs)
1	Basic concepts of marketing & its evolution, Marketing environment understanding	14
2.	Market Segmentation & buyer behavior. Product and pricing.	14
3	Placing and promotion in Marketing.	14
4	Cotemporary Marketing Concepts	13
5	E-marketing management & marketing research	13
6	TEST & REVISION	07
	Total	75

RATIONALE:

To understand the Textile industry and the market, an effort is made to equate the products' features with the requirement of the Markets. In order to achieve this objectives a broad sweep various subjects in the entire textile spectrum is elaborated to the level of the diploma students..

OBJECTIVES:

Unit I :

To understand the basic concepts of Marketing and marketing thoughts. .
To know the operating opportunities in macro & micro environments.

Unit II:

To understand the buyer's behavior and segmentation process
To know what and various types of product concepts& new product
Development.

Unit III :

To understand the pricing Functions of setting, adapting & responding to price
changes.
To understand the work performed by marketing channels and the principles of
marketing promotion

Unit IV:

To understand the concept of contemporary marketing.
To understand the evaluation of holistic marketing.

Unit V:

To understand the important tools of internet marketing.
To know about the designing and managing of e-marketing.

www.binils.com

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	<p>BASIC CONCEPTS OF MARKETING & ITS EVOLUTION</p> <p>Basics concepts of Marketing – Meaning of Needs, Wants, demands, product & exchange . Definition of Market, Marketing & Marketing Management .Types of demands & needs. Eight different demand based marketing with examples. Marketing firm’s Micro and Macro Environments. Customer value and Marketing plan.</p>	14 Hrs
II	<p>MARKETING ENVIRONMENT, SEGMENTATION & BUYER BEHAVIOUR, PRODUCT ANALYSIS.</p> <p>Market segmentation. Bases of segmentation & criteria for effective segmentation. Buyer behaviour, buying roles & influences. Buying Decision process. Components of Marketing Mix – 4 P’s & 8 P’s. Product strategy; Levels, line, Class & Family of product. Branding Meaning and types. Brand and trade Marks. Meaning. Of Packaging, Importance & Types. Labelling Meaning and functions. New product Development process & Product life cycle analysis.</p>	14 Hrs
III	<p>MARKETING MIX; PRICING AND PROMOTION.</p> <p>Pricing considerations and various types of pricing. Cost plus pricing, Marginal cost pricing, Discriminatory pricing and effects of Price changes. Nature, Importance and work of Distribution channels. Retailing Types and Trends. Wholesale Management Types and Trends. Channel conflict. Advertising- AIDA & DAGMAR objectives, Copy writing. Print, radio, television, outdoor, transit advertising. Types of Advertising Budget. Sales Promotion-Definition and various types of sales promotion. Personal Selling, Public Relations and propagandas.</p>	14 Hrs

IV	<p>CONTEMPORARY MARKETING:</p> <p>Salesmanship-process of selling and characteristics of effective salesmanship. Scope, need and importance and problems of Green Marketing. Definition merits & demerits of Network Marketing, Viral Marketing and Retail Marketing. Event Marketing – Process and execution. SMS Marketing.</p>	13 Hrs.
V	<p>E-MARKETING & MARKETING RESERCH:</p> <p>Evaluation and Growth of Internet Marketing, Web Marketing and Mobile Marketing. Impact of social media in marketing-(Example: Face book, Twitter and whats app) - On line marketing portals - Examples like Myntra, Jaabong, Flipkart, Amazon, Naphtol and Snap deal. Market Research – Need, importance, Process and barriers. Characteristics of good Marketing Research.</p>	13 Hrs.

TEXT BOOKS:

Author	Title	Publisher	Edition	Year
PHILIP KOTLER/KEVIN LANE/ABRAHAM KOSHU/MITHILESHWAR JHA	Marketing management	Pearson prentice hall	Twelfth Edition	2007

REFERENCE BOOKS:

Author	Title	Publisher	Edition	Year
CUNDIFF & STILL	Fundamentals of Modern Marketing	Mc Graw Hill	12 th Edition	2007
SHERLEKAR	Marketing Management	Himalaya Publishing House	6 th edition	2007
STANTON	Marketing Management	Prentice Hall	2 nd Edition	2007
KEEGAN, WJ AND GREEN, MS	Global Marketing	Prentice Hall Inc	2 nd Edition	2000
PLAMER, A	Principles of Marketing	Oxford University Press	2 nd Edition	2000



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

IV SEMESTER

2015 – 2016 ONWARDS

36444 – TEXTILE QUALITY MANAGEMENT

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36444
 Semester : IV Semester
 Subject Title : TEXTILE QUALITY MANAGEMENT

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours / Week	Hours/ Semester	Marks			
Subject code:36444 Textile Quality Management	5 Hrs	75	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

Topics and allocation

UNITS	TOPICS	Time (Hrs)
1	INTRODUCTION TO QUALITY MANAGEMENT	14
2	ANALYSIS OF STATISTICAL DATA FOR QUALITY MANAGEMENT	14
3	MEASURES OF CENTRAL TENDENCY AND MEASURES OF VARIATION	14
4	STATISTICAL QUALITY CONTROL	13
5	TIME SERIES AND CORRELATION ANALYSIS FOR QUALITY MANAGEMENT	13
6	TEST & REVISION	07
	Total	75

RATIONALE:

To understand the basic concepts in quality management system and the methods of implement the same in the textile industry.

OBJECTIVES:

UNIT - I

1. To understand the Definition and scope of Quality Management.
2. To understand the Kaizen Quality Management principles.

UNIT - II

3. To understand the classification of data.
4. To study the types of diagrams and graphs.

UNIT - III

5. To learn the various measures of central tendency.
6. To study standard deviation and measures of variation.

UNIT - IV

7. To understand the importance of statistical quality control.
8. To know about ISO-9000, ISO-14000 and SA-8000.

UNIT - V

9. To study the meaning and uses of Correlation.
10. To learn the Time series Analysis

www.binils.com

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	<p>INTRODUCTION TO QUALITY MANAGEMENT</p> <p>Definition & Scope of Quality management – Quality Assurance – Total Quality Management(TQM) – Kaizen philosophy – Benefits of Kaizen’s principles – 3 MUs Checklist of Kaizen activities – 5S Kaizen Movement – 4Ms Checklist for Kaizen - Primary data: - Secondary data- Designing a questionnaire -Sampling methods - Assessment of secondary sources.</p>	14 Hrs
II	<p>ANALYSIS OF STATISTICAL DATA FOR QUALITY MANAGEMENT</p> <p>Classification of data – Geographical, Qualitative, Quantitative and Chronological - Frequency distribution - formation of discrete series - formation of continuous series - Inclusive and Exclusive type - Diagrams and graphs - Types of diagrams - Types of graphs, Histogram.</p>	14 Hrs
III	<p>MEASURES OF CENTRAL TENDENCY AND MEASURES OF VARIATION</p> <p>Objectives of averaging – characteristics of a good average - Measures of central tendency -Arithmetic Mean - Median - Mode- Geometric Mean - Harmonic Mean for grouped and ungrouped data - Measures of variation - Range - Standard deviation for ungrouped data - Standard deviation for grouped data</p>	14 Hrs
IV	<p>STATISTICAL QUALITY CONTROL</p> <p>Statistical Quality Control – meaning – benefits and limitations. Control charts – procedure for the construction of control charts - types of control charts -Control charts for variables, X-charts, R-charts - Control charts for attributes C-charts and P-charts - Brief idea about ISO 9000, ISO 14000 and SA 8000</p>	13 Hrs

V	<p>TIME SERIES AND CORRELATION ANALYSIS FOR QUALITY MANAGEMENT</p> <p>Definition of Time series analysis - Components of time series – Methods of studying Time series - Graphical method - Semi average method - moving average method - - Correlation Analysis - Types of Correlation - Scatter diagram method - Karl's Pearson method</p>	13 Hrs
----------	---	---------------

TEXT BOOKS:

Author	Title	Publisher	Edition	Year
K.SHRIDHARA BHAT	Total Quality Management	Himalaya Publishing House	1st	2002
S.P.GUPTA	Statistical Methods.	Sultan & Sons	19th	2005

REFERENCE BOOKS:

Author	Title	Publisher	Edition	Year
S.C.GUPTA & V.K.KAPOOR	Fundamentals of Mathematical Statistics	S.Chand & SONS	9 th	1994



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

IV SEMESTER

2015 – 2016 ONWARDS

36445 – TEXTILE CAD - PRACTICAL

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic Year 2015-2016 on wards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
Subject Code :36445
Semester :IV
Subject Title : TEXTILE CAD - PRACTICAL

SCHEME OF INSTRUCTION AND EXAMINATION:

No. of Weeks per Semester: 15 Weeks

Subject	Instruction		Examination		
	Hours/week	Hours/Semester	Assessment Marks		
Subject Code:36445 TEXTILE CAD - PRACTICAL	5	75	Internal	Board Exam	Total
			25	75	100

Rationale:

To enhance the practical knowledge of Textile CAD software of Jacquard, dobby, Printing and Textile Mapping, to produce simulation of given cloth samples.

Objectives:-

1. Student will be trained – To develop a designs from fabric to computer with various color combinations. Change of material, Yarn count, Reed & pick are to be made on the buyers need. Thus satisfying the buyer before going to the actual production of the fabric.

Guidelines.:

- All the experiments given in the list of experiments should be completed and given for the Board Practical Examination.
- To develop best skills in handling Instruments / Equipments and taking readings in the practical classes, every batch of students should be provided with a separate experimental setup for doing experiments in the laboratory.
- The external examiners are requested to ensure that a single experimental question should not be given to more than four students while admitting a batch of 30 students during Board Practical Examinations

**TEXTILE CAD PRACTICAL
LIST OF EXPERIMENTS**

Jacquard Design Software

- Learn Step by step commands to produce a Jacquard design fabric simulation.
- Analyse of a Jacquard design fabric and produce fabric simulation in different Colour combinations.
- To produced silk saree design in Jacquard software Take graph print outs as per the requirements of loom and design creation.

Dobby Design Software

- Learn Step by step commands to produce stripe and cross over designs.
- Learn Step by step commands to produce check designs.
- Analyze of a doobby design fabric to produce the fabric simulation in different Color combinations.
- Produce calculation sheet for a fabric with costing and printouts of doobby Fabric simulation and design details.
- Produce a combination weaves & colour shirting design

Printed Design Software

- Produce a printed design with 6 colours and show colour separation.
- Learn Step by step commands to produce a printed design and its colour Separations.
- Learn Step by step commands to make a Texture mapping on various objects and models with new designs created in other software.

List of equipment : 15 no. Personal computers. (Pentium IV – 512 MB RAM)
Textile CAD software, Scanner & printer. / LAN
connected.

Material : Jacquard, Dobby and printed sample cloths.

One computer for two students / 30 student in a batch

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Experiment	50 marks
Write up / diagram / calculations	20 marks
Viva	05 marks
Total	75 Marks



DIRECTORATE OF TECHNICAL EDUCATION

**DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
II YEAR**

M - SCHEME

IV SEMESTER

2015 – 2016 ONWARDS

**36446 – TEXTILE ADVERTISEMENT AND PUBLICITY -
PRACTICAL**

CURRICULUM DEVELOPMENT CENTRE

**M-SCHEME
V SEMESTER
36446: TEXTILE ADVERTISEMENT AND PUBLICITY - PRACTICAL**

Scheme of Instruction and Examination :
No. of Weeks per Semester: 15 Weeks

Subject	Instruction		Examination		
	Hours /week	Hours/ Semester	Assessment Marks		
36446: TEXTILE ADVERTISEMENT AND PUBLICITY - PRACTICAL	5	75	Internal	Boar d Exam	Total
			25	75	100

RATIONALE:

The diploma students should necessarily have basic practical skills and knowledge to get their work done in their career in the industry and trade, where they are going to get absorbed either as technicians or administrators or entrepreneurs. This is achieved by introducing practical experiments with hands on experience in the specified subjects.

GUIDELINES:

- All the experiments given in the list of experiments should be completed and given for the Board Practical Examination.
- To develop best skills in handling Instruments / Equipments and taking readings in the practical classes, every batch of students should be provided with a separate experimental setup for doing experiments in the laboratory.
- The external examiners are requested to ensure that a single experimental question should not be given to more than four students while admitting a batch of 30 students during Board Practical Examinations.

OBJECTIVES:

To train them to prepare Textile advertisement from magazines, Tv channels and Radio.

To equip them to prepare bit map editing, greetings, poster creation.

To train them in Photography and Videography techniques.

LIST OF EXPERIMENTS:

Paper Copy:

1. Presentations of Textile advertisements from magazines.
2. Presentations of Textile advertisements from TV channels.
3. Analysis of Textile advertisements from Radio.
4. Bit map Editing of Digital Pictures.
5. Poster creation with Social Themes.
6. Components of print layouts By Balance.& Movement
7. Brand Mark for Consumer Products Hand painting.
8. Collage creation – Of Textile Fashion.
9. Lighting concepts Color Photography.
10. Reportorial Writing for Press
11. Making simple video with animation effect of digital photos.
12. Making simple video on digital photos with music.

www.binils.com

Laboratory Equipments Requirement List (For a batch of 30 students):

- | | |
|---|----|
| 1. Digital Cameras with their accessories. | 2 |
| 2. Painting accessories | 30 |
| 4. Screen materials | 30 |
| Computer Lab for Photo editing, bit map editing, Poster creation etc. | 15 |
| Computers | |

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Experiment	50 marks
Write up / diagram / calculations	20 marks
Viva	05 marks
Total	75 Marks



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

II YEAR

M - SCHEME

IV SEMESTER

2015 – 2016 ONWARDS

30002 – LIFE AND EMPLOYABILITY SKILL PRACTICAL

CURRICULUM DEVELOPMENT CENTRE

STATE BOARD OF TECHNICAL EDUCATION & TRAINING, TAMILNADU
DIPLOMA IN ENGINEERING – SYLLABUS – M Scheme
 (Being implemented from the Academic Year 2016-2017 onwards)

Course Name : **All Branches of Diploma in Engineering and Technology and Special Programmes**
 Subject Code : **30002**
 Semester : **IV /V**
 Subject Title : **LIFE AND EMPLOYABILITY SKILLS PRACTICAL**

Teaching and Scheme of Examination: No. of Weeks per Semester: 15

Weeks

Subject	Instruction		Examination			
	Hours/Week	Hours/Semester	Marks			Duration
			Internal assessment	Board Examination	Total	
Life and Employability Skills	4 Hours	60 Hours	25	75	100	3 Hours

Topics and Allocation of Hours:

Sl. No.	Section	No. of Hours
1	Part – A Communication	30
2	Part – B Entrepreneurship, Project Preparation, Productivity, Occupational Safety, Health, Hazard, Quality Tools & Labour Welfare	20
3	Part – C Environment, Global Warming, Pollution	10
TOTAL		60

RATIONALE

Against the backdrop of the needs of the Industries, as well as based on fulfilling the expectations of the Industries, the Diploma Level students have to be trained directly and indirectly in toning up their competency levels. Proficiency in Communication only, equips them with confidence and capacity to cope with the employment. Hence, there is a necessity to focus on these in the curriculum. At the end of the Course, the student is better equipped to express himself in oral and written communication effectively.

SPECIFIC INSTRUCTIONAL OBJECTIVES

- 1. Emphasize and Enhance Speaking Skills**
- 2. Increase Ability to Express Views & Opinions**
- 3. Develop and Enhance Employability Skills**
- 4. Induce Entrepreneurship and Plan for the Future**
- 5. Expose & Induce Life Skills for Effective Managerial Ability**

www.binils.com

**LIFE AND EMPLOYABILITY SKILLS PRACTICAL
SYLLABUS**

Unit	Topics	Activity	Hours
I	Communication, Listening, Training, Facing Interviews, Behavioural Skills	<ul style="list-style-type: none"> -- instant sentence making – say expressions/phrases-- self- introduction/another higher official in company – describe/explain product – frame questions based on patterns – make sentences based on patterns 	30
II	Entrepreneurship, Project Preparation, Marketing Analysis, Support & Procurement	<ul style="list-style-type: none"> -- prepare an outline of a project to obtain loan from bank in becoming an entrepreneur – prepare a resume 	10
III	Productivity – comparison with developed countries, Quality Tools, Circles, Consciousness, Management, House Keeping	<ul style="list-style-type: none"> -- search in the website -- prepare a presentation – discuss & interact 	05
IV	Occupational Safety, Health Hazard, Accident & Safety, First-Aid, Labour Welfare Legislation, Welfare Acts	<ul style="list-style-type: none"> -- search in the website -- prepare a presentation – discuss & interact 	05
V	Environment, Global Warming, Pollution	<ul style="list-style-type: none"> -- taking down notes / hints – answering questions -- fill in blanks the exact words heard 	10

LEARNING STRUCTURE

100 Marks

- Focus more on Speaking & Listening Skills
- Attention less on Reading & Writing Skills
- Apply the skills in fulfilling the Objectives on Focused Topics

a) Listening 25 Marks

1. Deductive Reasoning Skills (taking down notes/hints) 10
2. Cognitive Skills (answering questions) 10
3. Retention Skills (filling in blanks with exact words heard) 05

b) Speaking Extempore/ Prepared 30 Marks

1. Personality/Psychological Skills (instant sentence making) 05
2. Pleasing & Amiable Skills (say in phrases/expressions) 05
3. Assertive Skills (introducing oneself/others) 05
4. Expressive Skills (describe/explain things) 05
5. Fluency/Compatibility Skills (dialogue) 05
6. Leadership/Team Spirit Skills (group discussion) 05

c) Writing & Reading 20 Marks

1. Creative & Reasoning Skills (frame questions on patterns) 05
2. Creative & Composing Skills (make sentences on patterns) 05
3. Attitude & Aim Skills (prepare resume) 05
4. Entrepreneurship Skills (prepare outline of a project) 05

d) Continuous Assessment (Internal Marks) 25 Marks (search, read, write down, speak, listen, interact & discuss)

1. Cognitive Skills (Google search on focused topics)
2. Presentation Skills & Interactive Skills (after listening, discuss)

Note down and present in the Record Note on any 5 topics 10 Marks
Other activities recorded in the Record note 10 Marks
Attendance 05 Marks

INTERNAL MARKS 25 MARKS

EXTERNAL MARKS AT END EXAMINATION 75 MARKS

MODEL QUESTION

Time: 3 Hours

Maximum Marks: 75

A. LISTENING

25 Marks

1. Listen to the content and take down notes/hints 10
2. Listen to the content and answer the following questions. 10
3. Listen to the content and fill in the blanks the exact words heard. 05

B. SPEAKING

30 Marks

1. Say in a sentence instantly on hearing the word(5 words, one after another). 05
2. Say any five expressions commonly used in communication. 05
3. Imagine, a consultant has come to your department.
Introduce him to your subordinates. 05
4. Explain/describe the product you are about to launch in the market. 05
5. Speak with your immediate boss about the progress you have made. 05
6. Discuss within the group on the topic of focus in the syllabus. 05

C. WRITING & READING

20 Marks

1. Frame new questions from the pattern given by changing sets of words with your own. 05

a.	When	do	you	return?
b.	How	is	his performance?	
c.	Where	has	the manager	gone?
d.	What	is	the progress	today?
e.	Why	are	the machines	not functioning?

2. Make sentences from the pattern given by changing sets of words with your own. 05

a.	The workers	are	on strike		
b.	The labourers	are paid	well	in this factory	
c.	There	is	a rest room	for the workers	
d.	These	are	the new products	launched	by our company
e.	Almost everyone	come	to the company	on motorbikes	

3. Prepare a resume for the post of Department Manager. 05
4. Prepare an outline of a project to obtain a loan. (Provide headings and subheadings)
05

I. Guidelines for setting the question paper:

A. LISTENING

:

ONLY TOPICS related to
POLLUTION /
ENVIRONMENT /
GLOBAL WARMING are to be taken.

These topics are common for all the three types of evaluation.

B. SPEAKING

:

1. WORDS of common usage
2. Fragments – expression of politeness, courtesy, cordiality
3. Introduce yourself as an engineer with designation or
Introduce the official visiting your company/department
4. Describe/Explain the product/machine/department
5. Dialogue must be with someone in the place of work.
6. Group of six/eight
Discuss the focused topic prescribed in syllabus

C. WRITING & READING:

1. Provide five different structures.
Students are to substitute at least one with some other
word/words
2. Provide five different structures.
Students are to substitute at least one with some other
word/words
3. Provide some post related to industries.
4. Outline of the project (skeleton/structure)
Only the various headings and subheadings
Content is not needed

II. Guidelines for recording the material on the Focused Topics in the Record note.

Write in the record note, **on any five topics**, from the list of topics given below. **10 Marks**

(5 topics x 10 marks = 50 marks. Thus, the **Average of 5 topics is 10 Marks**)

1. Productivity in Industries – Comparison with developed countries
2. Quality Tools, Quality Circles and Quality Consciousness
3. Effective Management
4. House Keeping in Industries
5. Occupational Safety and Hazard
6. Occupational Accident and First Aid
7. Labour Welfare Legislations
8. Labour Welfare Acts and Rights
9. Entrepreneurship
10. Marketing Analysis, Support and Procurement

LABORATORY REQUIREMENT:

1. An echo-free room
2. Necessary furniture and comfortable chairs
3. A minimum of two Computers with internet access
4. A minimum of two different English dailies
5. A minimum of Three Mikes with and without cords
6. Colour Television (minimum size – 29")
7. DVD/VCD Player with Home Theatre speakers
8. Smart board
9. Projector

Suggested Reading:

1. Production and Operations Management by S.N. Chary, TMH
2. Essentials of Management by Koontz & Wehrich, TMH
3. Modern Production / Operations Management by E.S. Buffa and R.K. Sarin, John Wiley & Sons
4. Production Systems: Planning, Analysis and Control by J.L. Riggs, 3rd ed., Wiley.
5. Productions and Operations Management by A. Muhlemann, J. Oakland and K. Lockyer, Macmillan
6. Operations Research - An Introduction by H.A. Taha, Prentice Hall of India
7. Operations Research by J.K. Sharma, Macmillan
8. Business Correspondence & Report Writing by R.C. Sharma and K. Mohan, TMH
9. How to prepare for Group Discussion & Interview (With Audio Cassette) by Prasad, TMH
10. Spoken English – A self-learning guide to conversation practice (with Cassette)
11. Introduction to Environmental Engineering by Mackenzie, L. Davis and A. David, Cornwell, McGrawHill, 3rd Ed.

12. Environmental Engineering by Peary, Rowe and Tchobanoglous, McgrawHill
13. Total Quality Management – An Introductory Text by Paul James, Prentice Hall
14. Quality Control and Applications by Housen&Ghose
15. Industrial Engineering Management by O.P. Khanna

www.binils.com



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

V SEMESTER

2015 – 2016 ONWARDS

36051 – TEXTILE TESTING

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implements from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36051
 Semester : V Semester
 Subject Title : TEXTILE TESTING

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours/Week	Hours/Semester	Marks			
Subject Code: 36051: TEXTILE TESTING	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

Topics and Allocation of Hours:

Unit	Topic	Time (hrs.)
1	MOISTURE RELATIONS IN TEXTILES	14
2	FIBRE TESTING	14
3	YARN TESTING	14
4	FABRIC TESTING	13
5	STATISTICAL QUALITY CONTROL	13
6	TEST & REVISION	07
Total		75

RATIONALE:

This subject deals about moisture and its relations in textiles, fibre testing, yarn testing, fabric testing and statistical quality control. After studying this subject, student will be able to understand the principles & working of testing instruments.

OBJECTIVES

- To know the relationship of moisture with textile and related terms & definitions.
- To understand the principle and the methods of determining the moisture in the atmosphere and the textile materials.
- To know the properties and their importance of fibre this is the raw material for all the textile goods.
- To understand the principles and the methods of testing the fibres to determine their basic characteristics.
- To know the properties and the importance of the yarn.
- To understand the principles and the methods of testing the yarn to determine its properties
- To know the quality characteristics of the fabric required for different end uses.
- To study the principles and the methods of testing the fabric to determine their quality characteristics.
- To study the statistical methods involved in controlling the quality of the textile products during their manufacture
- To learn about the application of the statistical methods to suit textile processes.

36051 TEXTILE TESTING
DETAILED SYLLABUS

Content : Theory

Unit	Name of the Topic	Hours
1	<p>MOISTURE AND ITS RELATIONS IN TEXTILES</p> <p>Humidity and its importance in Textiles - Definitions of Absolute Humidity, Relative Humidity, Standard Testing atmospheric condition, Measurement of Humidity - Wet and dry bulb Hygrometer, Definition of Moisture content, Moisture regain - Estimation of moisture content and regain using Conditioning oven and Shirley Moisture meter, Standard regain – Definition - standard regain values of cotton, viscose, silk, wool, nylon and polyester - Effect of moisture regain on fibre properties</p>	14
2	<p>FIBRE TESTING</p> <p>Length – Importance of fibre length - Definition of effective length - Methods of measuring fibre length by Baer Sorter and Digital Fibro graph. Fibre fineness - Importance of fibre fineness - Methods of measuring fibre fineness by Sheffield micronaire instrument. Fibre maturity – Importance, measurement of fibre maturity by sodium hydroxide swelling method - Maturity ratio and Maturity coefficient. Fibre strength - Importance and method of measuring fibre strength by Stelometer . Estimation of trash content by Shirley Trash Analyser.</p> <p>Fibre Quality Index - Brief idea about High volume instrument and Advanced Fibre Information System(AFIS)</p>	14
3	<p>YARN TESTING</p> <p>Yarn count – Determination of yarn count by Auto sorter and Beesley balance - Importance of CSP and RKM - Importance of Twist - Estimation of yarn twist – single yarn, doubled yarn. Importance of yarn strength - Principle of working of yarn strength testers – CRE,CRL and CRT - Working of single yarn strength tester of pendulum lever type, lea strength tester and principle of Instron tester. Yarn irregularities – thick, thin, slub, nep - Methods of Assessing yarn evenness by yarn - appearance board and Uster Evenness Tester - Brief study of Uster classmate.</p>	14
4	<p>FABRIC TESTING</p> <p>Crimp-Definition, Importance – Shirley crimp tester. Study of Shirley stiffness tester and Shirley crease recovery tester.</p>	13

	Definition of fabric handle, serviceability, abrasion, pilling and drape. Importance of fabric tensile strength, tearing strength and bursting strength. Study of fabric tensile strength tester. Definition of Fabric Air Permeability and Fabric Air Resistance	
5	STATISTICAL QUALITY CONTROL Classification and Tabulation of Data - Frequency Diagram – Histogram and frequency polygon. Measures of Central tendency - Mean, Median, Mode. Simple Calculation of Mean, Median, Mode. Measures of dispersion - Mean Deviation, Percent Mean Deviation, Standard Deviation and Co-efficient of variation. Simple calculation of MD,PMD,SD & CV. Normal distribution curve and its properties. Quality Control Chart - Definition, use, Construction of control chart for Averages and Ranges.	13

TEXT BOOKS:

S. No	Title	Authors	Publisher	Year
1	Hand Book of Textile Testing and quality Control	E.B.Groover and D.S.Hamby	Mohinder Singh Sejwal (for Wiley Eastern Ltd New Delhi,India	1960
2	Hand Book of Methods of Test for Cotton Fibers Yarn and Fabrics	V.Sundaram and R.L.N.Iyengar	CTRL.,Mumbai	1988
3	ISI Hand book of Textile Testing		Indian Standard Institution, New Delhi, India	1982

REFERENCE BOOKS:

S. No	Title	Authors	Publisher	Year
1	Principles of Textile Testing	J.E.BOOTH	Butterworth Scientific London	1996
2	The Characteristics of Raw Cotton Vol II Part-I in the series manual of Cotton Spining	E.Lord	The Textile Institute and Butterworth,England	1961
3	Methods of Test for Textiles – B.S.Hand book No.11,	B.S.I	British Standards Institution,London, England	1963
4	Method of Test for Textiles BS Hand book NO 11,	B.S.I	British Standards Institution,London, England	1963
5	Statistical methods	Gupta	S.Chand & Co,.New Delhi	1983
6	An Outline of statistical methods for use in the Textile Industry	A.Brearley & D.R.Cox	WIRA, LEEDS,U.K.	1974
7	Theory and problems of Statistics	M.R.Spiegel	McGraw Hill, International Book company Newyork,London	1972



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

V SEMESTER

2015 – 2016 ONWARDS

36052 – TEXTILE WET PROCESSING

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME

(Implements from the Academic year 2015-2016 onwards)

Course Name :DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

Course Code :1064

Subject Code :36052

Semester :V Semester

Subject Title :TEXTILE WET PROCESSING

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours/ Week	Hours/ Semester	Marks			
Subject Code: 36052: TEXTILE WET PROCESSING	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

Topics and Allocation of Hours:

Sl.No.	Topic	Time (hrs.)
1	Preparatory and Bleaching Process	14
2	Dyeing Process	14
3	Printing Process	14
4	Finishing Process	13
5	Quality and pollution Control	13
6	TEST & REVISION	07
Total		75

RATIONALE

To enhance knowledge in processing concepts, this subject is introduced.

To understand the preparatory process in processing, a well detailed syllabus is given.

To improve the knowledge in dyeing, printing, finishing, quality & pollution control topics are included.

Objectives

- To understand the Preparatory process of Textiles
- To learn about Process of Bleaching.
- To learn different types of Dyes and applications
- To learn about various processing machineries.
- To understand the types of Printing and Techniques

- To know about the screen preparation
- To know about different Textile finishes and Application
- To learn about special finishes and advantages
- To understand the Quality control methods in Wet Processing.
- To understand the Eco- friendly Processing& Effluent Treatment process

www.binils.com

TEXTILE WET PROCESSING
DETAILED SYLLABUS

Content : Theory

Unit	Name of the Topic	Hours
1	<p>Preparatory and Bleaching Process</p> <p>Impurities present in grey cotton and cotton fabric - sequence of wet processing treatments with objectives of each treatment - Singeing - Gas Singeing Machine for woven fabric with line diagram - Desizing - Continuous desizing method and its merits - Enzyme desizing - Scouring - Mechanism of scouring - Process of caustic scouring using high pressure kier.</p> <p>Bleaching – Hydrogen Peroxide Bleaching- Continuous scouring and bleaching using Continuous Bleaching Range (CBR) –Optical Brightening Agent treatment</p>	14
2	<p>Dyeing Process</p> <p>Definition of dyeing - Classification of dyes based on their mode of application - Dyeing of cotton with Reactive dyes and vat dyes - Dyeing of wool with acid dyes - Dyeing of silk with basic dyes - Dyeing of Polyester with Disperse dyes - Dyeing machines - Working of jigger Soft flow jet dyeing machine - HTHP Beam dyeing machine, cheese dyeing machine. Garment dyeing – Advantage and disadvantage – Working of drum type Garment dyeing machine.</p>	14
3	<p>Printing Process</p> <p>Definition and objective of printing - Comparison between dyeing and printing –Styles and methods of printing - Definition and functions of Ingredients of printing paste.</p> <p>Direct style of printing with pigments on cotton - Direct style of printing with reactive dyes on cotton - Direct style of printing with Disperse dyes on polyester - Screen preparation - Flat bed screen printing machine - Rotary screen printing machine - curing machine -steamer</p>	14

Unit	Name of the Topic	Hours
4	<p>Finishing Process</p> <p>Purpose of finishing - Stiff finishing of cotton fabric with Starch, Polyvinyl Acetate –Types of softeners and their properties - wrinkle free finish-Sanforizing – Mercerisation - Advantages – Chainless mercerising machine - calendering - Hot air stenters.Anti crease finish with DMDHEU Resin - Brief study on antimicrobial finish - UV protective finish - water repellent finish - Flame retardant finish (Only objectives and recipe)</p>	13
5	<p>Quality and pollution Control</p> <p>Importance of Quality Control –Different Fastness Tests for dyed and printed materials - Determination of wash fastness - Wet and Dry rubbing fastness – Computer Colour Matching - Objectives & Limitations – Importance and need of environment protection - Air, water and noise pollution. Brief study on Effluent Treatment Process flow chart only.Brief study on eco-friendly processing - List of banned chemicals and alternatives.</p>	13

TEXT BOOKS:

S. No	Title	Authors	Publisher	Year
1	Technology of Textile Processing Vol.3 Technology of Bleaching	Shenai V.A.	Shevak Publications 306 Shri Hanuman Industrial Estate Gousmbekar Road,Wadala Mumbai – 37	1981
2	Technology of Textile Processing, Vol.2 Chemistry of dyes & Principles of dyeing	Shenai V.A.	Shevak Publications 306 Shri Hanuman Industrial Estate Gousmbekar Road Wadala, Mumbai - 37	1983
3	Technology of Textile Processing, Vol.6 Technology of Dyeing	Shenai V.A.	Shevak Publications 306 Shri Hanuman Industrial Estate Gousmbekar Road Wadala, Mumbai - 37	1980

REFERENCE BOOKS :

S. No	Title	Authors	Publisher	Year
1	Technology of Textile Processing, Vol.4 Technology of Printing	Shenai V.A.	Shevak Publications 306 Shri Hanuman Industrial Estate Gousmbekar Road Wadala, Mumbai - 37	1979
2	Technology of Textile Processing, Vol. 10 Technology of Finishing	Shenai V.A.	Shevak Publications 306 Shri Hanuman Industrial Estate Gousmbekar Road Wadala Mumbai – 37	1987
3	Textile Printing	Miles L.W.C.	Society of Dyers & Colourist Perlein House 82 Gratlan Road, Broad fard West Yarkshire, England	1981
4	An Introduction to Textile Finishing	Marsh J.T.	B.I.Publications 54 Janpath New Delhi 110 001	1982



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

V SEMESTER

2015 – 2016 ONWARDS

36453– EXPORT MARKETING

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implements from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36453
 Semester : V Semester
 Subject Title : EXPORT MARKETING

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours/ Week	Hours/ Semester	Marks			
Subject Code: 36453: EXPORT MARKETING	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

Topics and Allocation of Hours:

TOPICS AND ALLOCATIONS:

UNITS	TOPICS	Time (Hrs)
1	Introduction to exports	14
2	Steps for exporting	14
3	Export pricing and finance	14
4	Export trading & procedure	13
5	Merchandizing	13
6	TEST & REVISION	07
	Total	75

RATIONALE:

The diploma students should necessarily have basic practical skills and knowledge to get their work done in their career in the industry and trade, where they are going to get absorbed either as technicians or administrators or entrepreneurs. This is achieved by introducing practical experiments with hands on experience in the specified subjects.

OBJECTIVES:

Unit 1

1. To understand the International Trade.
2. To know about the Exim policy of India

Unit 2

3. To know about sources of information for Exports.
4. To get awareness on Export Promotion Councils

Unit 3

5. To understand export pricing compositions
6. To understand the role of Exim bank and ECGC

Unit 4

7. To understand the preliminaries of export procedures
8. To know the processing of an export order

Unit 5

9. To know about the role merchandizing in exports.
- 10 To understand the inter relationship between merchandizing and other departments

www.binils.com

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	<p>INTRODUCTION TO EXPORTS Export Marketing- Definition, relevant factors & scope. Domestic versus Export marketing. Reasons for Export marketing. Merits and demerits of Export trade. Brief understanding of International Economic Institutions, like, EEC, GATT, WTO, WB & IMF. Exim Policy of India. Export marketing and Economic growth.</p>	14 Hrs
II	<p>STEPS FOR EXPORTING Institutional Infrastructure for export promotion in India- Ministry of commerce- Export promotion councils (AEPC, TEXPROCIL, PDEXCIL), Commodity boards. Registration procedures with Export Promotion Councils (EPC). Facilities for Exporters by EPC's. Entry into Export marketing. Classifications, Short listing and entry methods in Export marketing.</p>	14 Hrs
III	<p>EXPORT PRICING AND FINANCE Export pricing objectives. Composition of export pricing. EX-Factory, FAS, FAR, FOB, C&F, C I&F and Franco Pricing. Terms of payment in Export finance- payment in advance, open account, Documentary bills, and documentary credit under letter of credit (understanding various types of letter of credit like revocable, confirmed and without red clause), Shipment on consignment basis, Pre and post shipment credits. Role of Exim bank. ECGC in export finance.</p>	14 Hrs
IV	<p>EXPORT TRADING AND PROCEDURE Export distribution systems- indirect export, selling through overseas import houses, Direct exporting & export marketing channels. Export through foreign agents- identification, motivating, advantages & limitations of foreign agents. Role and significance of export documents- Commercial invoice, GR form, Letter of credit, Bill of exchange, shipping bill, marine Insurance & Bill of lading. Common defects in Export documentation. Processing of Export order. Acknowledgement, Scrutiny, Confirmation & Classification, and Reservation of shipping space. Role and significance of export documentation. Processing of an export order.</p>	13 Hrs

V	<p>MERCHANDISING Definition of merchandizing – function of merchandizing division role and responsibility of merchandiser. Product development, line planning & presentation. Role of merchandiser in a Garment firm. Inter relationship between the Merchandising and other divisions – Merchandising Calendar and its role in the manufacturing process. Visual merchandising- concepts & accessories. Window dressing & its types.</p>	13 Hrs
----------	---	---------------

TEXT BOOK:

Author	Title	Publisher	Edition	Year
TAS.BALAGOPAL	EXPORT MANAGEMENT	Sultan Chand & Co.,New Delhi	14th Edition	2007
VARSHENEY & BATTACHARYA	INTERNATIONAL MARKETING	Himalaya Pub. & Co., ,New Delhi	21st Edition	2007

REFERENCE BOOKS:

Author	Title	Publisher	Edition	Year
PARASRAM	EXPORTWHATWHEREHOW	Anupam Publications.	4Th Edition	2006
FRANCIES CHERUNILAM	INTERNATIONAL TRADE AND EXPORT MANAGEMENT	Himalaya Pub. & Co., ,New Delhi	3rd Edition	2006
S.K.VARGHESE	. FOREIGN EXCHANGE AND FINANCING OF FOREIGN TRADE	Himalaya Pub. & Co., ,New Delhi	Reprint	2006



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

V SEMESTER

2015 – 2016 ONWARDS

36671 – APPAREL MERCHANDIZING : ELECTIVE - I

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implements from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36671
 Semester : V Semester
 Subject Title : APPAREL MERCHANDIZING

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours / Week	Hours/ Semester	Marks			
Subject Code: 26671: APPAREL MERCHANDIZING	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

Topics and Allocation of Hours:

Sl.No.	Topic	Time(Hrs)
1	INTRODUCTION TO MERCHANDISING	14
2	RETAIL MERCHANDISING	14
3	VISUAL MERCHANDISING	14
4	MERCHANDISE PLANNING	13
5	MARKETING TECHNIQUES & SALES PROMOTION	13
6	TEST & REVISION	07
Total		75

RATIONALE:

Apparel merchandising is the common word prevailing in the Garment Industry. Every export unit is having merchandising wing. The officials in this wing are responsible for the execution of orders right from receiving orders to despatching of goods. This subject gives an in-depth knowledge on various type of merchandising, the planning, the nature of work of an merchandiser along with the marketing techniques and sale promotion activities.

OBJECTIVES:

At the end of the study of V Semester the student will be able to

- Understand the merchandising procedures.
- Learn the functions of merchandiser.
- Understand the retail merchandising procedures.
- Learn the pricing procedures.
- Understand the visual merchandising procedures.
- Learn the trends in visual merchandising.
- Understand the merchandising plan.
- Learn to prepare merchandising calendar and activities.
- Learn the marketing techniques.
- Understand the advertising techniques.
- Learn the sales promotion techniques.

www.binils.com

36671 APPAREL MERCHANDISING

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	INTRODUCTION TO MERCHANDISING Merchandising – Definition – Principles & Techniques – Role of merchandiser – Skills of Merchandiser - Functions of Merchandiser – Types of approval - Sampling – Types of samples- development sample, salesman sample, Approval sample, Preproduction sample, Production sample, shipment sample – Check points for a proper approval – Approving sewing operations and various processes. Product Research – Product Development – Planning – Presentation.	14 Hrs
II	RETAIL MERCHANDISING Introduction to Retail Merchandising – Types of retail merchandising- Department stores – Discounters – Off-price retailers – Outlet source – Close out - Warehouse clubs. Garment Costing – Fabric consumption – Sewing thread consumption - CMT charges for various styles – Costing of woven garment full sleeve shirt, Trouser, Panel Skirt – Costing of Knitted garment - T shirt, night gown. Retail pricing – Mark up – Price point – Markdown – Promotional pricing – Deceptive pricing – Non-store retailing – Mail order Merchants – E Tailing – Tele shopping.	14 Hrs
III	VISUAL MERCHANDISING Definition – Elements of Visual Merchandising – Displays – Principles of Displays – Window display – Interior Display – Mannequins – Department displays – Signs – Lighting – Fixtures. Special events –The Environments of visual presentation– Trends in visual merchandising – Small store applications – Boutique -Assessment of Visual Merchandising Programme	14 Hrs
IV	MERCHANDISE PLANNING Merchandising plan – Planning sales goals –Buying plan – Assortment Planning – Open to buy – Purpose of a six months plan, Elements of a six month plan – Analysis of previous merchandising plan and developing a new plan - Planning components - Merchandising calendar and scheduling. Direct order - Merchant order - CMT order - Vendor and sub-contractor - Requirement of a purchase order – Amendment sheet – Types of Buyer and buying offices- Buyer seller meet.	13 Hrs.

V	MARKETING TECHNIQUES & SALES PROMOTION Marketing – definition - principles – objectives - strategies – Advertisement Techniques – Broadcast Advertising – Radio advertising – Television Advertising – Advantages & Disadvantages – Magazines – Out-of-home advertising – Direct mail. Advertisement effectiveness. Brief study of E marketing. Sales promotion approaches, effectiveness - Distribution channels – Consumer behaviour in fashion.	13 Hrs
----------	--	---------------

Text Book:

Title	Author	Publisher	Year
Marketing Management	Philip . Kotler Kevin Lane Keller	Prentice Hall	2006
Fashion Marketing & Merchandising	Manmeet Sodhia	Kalyani Publishers	
Fashion buying & Merchandising Management	Tim Jackson & David Shaw	Palgrave Master Series	2001
Apparel Manufacturing	Ruth E. Glock Grace I. Kunz	A Simson & Schuster company, Singapore	1995

Reference:

Title	Author	Publisher	Year
Export management	Balagopal.T.A.S	Himalaya Publishing House, Bombay.	1984
Inside the fashion business	Kitty G. Dicerson	Dorling Kindesley(India) Pvt Ltd., New Delhi	2007
Fashion Retailing	Ellen Diamond	Dorling Kindesley(India) Pvt Ltd., New Delhi	2007
Foundations of advertising Theory & Practice	Chunnawala Sethia	Himalaya Publishing House, Bombay	1985
Retail Merchandising	Ernest H Rich	Merrill Publishing company	
Fashion Sales Promotion	Pamela M.Phillips	A Simson & Schuster company , New Jersy	1985
Fashion Marketing	Mike Easey	Blackwell Publishing	2005
Fashion Marketing	Hines & Bruce	Butter worth - Heinemann	2006
Merchandise Buying and Management	Donnellecen John	Fairchild Publication Inc., NY	1999



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

**M - SCHEME
V SEMESTER**

2015 – 2016 ONWARDS

**36472 – HUMAN RESOURCE DEVELOPMENT AND
ENTREPRENEURSHIP**

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implements from the Academic year 2015-2016 onwards)

Course Name :DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code :1064
 Subject Code :36472
 Semester :V Semester
 Subject Title : HUMAN RESOURCE DEVELOPMENT AND
 ENTREPRENEURSHIP

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours/Week	Hours/Semester	Marks			
Subject Code: 36472: HUMAN RESOURCE DEVELOPMENT AND ENTREPRENEURSHIP	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

TOPICS AND ALLOCATION

UNIT	TOPIC	TIME(Hrs)
1	Introduction and methods of HRD & personality	14
2	Acquisition of human resources	14
3	Training and development & compensation	14
4	Functions & Characteristics Of Entrepreneur	13
5	Project Appraisal & Institutional Finance & SSI	13
6	TEST & REVISION	07
	Total	60

OBJECTIVES:

Unit 1

To understand the meaning and characteristics of human resources development.

To know the functions and quality of human resources development managers.

To learn the importance of information system in human resources development.

Unit 2

To learn the meaning of manpower planning and about job analysis.

To understand the recruitment process in an organization.

Unit 3

To learn about supervisory training methods.

To learn about management development methods.

Unit 4

To learn about meaning, functions, and characteristics of entrepreneur.

To know about the Grievances in industry.

Unit 5

To learn on Project Appraisal & Institutional Finance & SSI.

To learn about Role And Functions Of SIDCO, DIC etc.

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	<p>INTRODUCTION AND METHODS OF HRD & PERSONALITY Human Resources Development (HRD) – Meaning. Human Resources Development – Characteristics Methods of HRD. Functions of HRD Managers Quality of HRD Managers. Personality – Meaning – Dimension, Meaning of Id, Ego, Super Ego. Human Resources Information System (HRIS) Basic Purpose (HRIS).</p>	14 Hrs
II	<p>ACQUISITION OF HUMAN RESOURCES Manpower Planning – Objectives. Job Analysis – Meaning Methods of Collecting Data for Job Analysis Uses of Job Analysis – Outcome of Job Analysis Job Descriptions Content, Job Specification – Content. Recruitment – Steps Sources of Recruitment – Internal and External Sources. Selection Meaning, Methods – Application Blank Format, Test Types, Interview Types, Reference Check Purpose, Physical Examination. Induction – Meaning – Objectives. Performance Appraisal, Meaning, Purpose.</p>	14 Hrs
III	<p>TRAINING AND DEVELOPMENT & COMPENSATION : Training – Objectives, Training Methods. Supervisory Training, On the Job Training – Types. Off the Job Training – Types. Management Development Methods Case Study Management Games. Compensation – Wage Approaches To Pay Determination. Job Evaluation – Purpose, Advantages. Job Evaluation Ranking, Grading, Factor Comparison Methods</p>	14 Hrs
IV	<p>FUNCTIONS & CHARACTERISTICS OF ENTREPRENEUR : Entrepreneurship Meaning – Characteristics. Qualities of Entrepreneur Functions of Entrepreneur Creativity & Innovation, Risk taking, Management. Management – Vision meaning & importance Mission statement meaning & importance Strength Weakness Opportunities Threats (SWOT analysis). Entrepreneur Development Programme (EDP) – objectives, Features.</p>	13 Hrs
V	<p>PROJECT APPRAISAL & INSTITUTIONAL FINANCE & SSI Project appraisal – Meaning, importance, Project appraisal – steps. Agencies – District Industrial Centre (DIC) – DIC aim & functions. Role of Institutions – SIPCOT, SIDCO, TIIC, Commercial Banks in entrepreneurial development.</p>	13 Hrs

	Small Scale Industries(SSI) Meaning – Importance. Incentive for SSI Need , Tamil Nadu State Government incentive schemes 2 Registration of SSI units – its advantages, Procedure for registration of SSI units.	
--	---	--

Text Books:

Author	Title	Publisher	Edition	Year
P.C.TRIPATHI	HUMAN RESOURCES DEVELOPMENT	Sultan Chands & Sons	SECOND EDITION	1999
S.S.KHANKA	HUMAN RESOURCES MANAGEMENT	Sultan chand	FIRST EDITION	2003

Reference Books:

Author	Title	Publisher	Edition	Year
N.D.Kapoor	Handbook of Industrial Law	Sultan chand & Sons	12 updated	
Wendell L.French, Cecil H.Bell, Jr.	Organization Development – Behavioural Science Interventions For Organization Improvement	Prentice Hall India	Sixth Edition	2007
R.S.Davar	Personal Management & Industrial Relations	VikasPub. House	II Reprint 2006	2006
P.G.Aquinas	Human Resource Management Principles And Practice	VikasPub. House	2006	2006
Biswajeet pattanayak	Human resources Management	Prentice Hall India	III rd Ed	2005
Arun Monappa	Managing Human resource	Macmillon India ltd.,	Reprint	1998



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

V SEMESTER

2015 – 2016 ONWARDS

36455 – TEXTILE TESTING - PRACTICAL

CURRICULUM DEVELOPMENT CENTRE

V SEMESTER

36455: TEXTILE TESTING - PRACTICAL

Scheme of Instruction and Examination :

No of weeks per semester: 15 weeks

Subject	Instruction		Examination		
	Hours /week	Hours/ Semester	Assessment Marks		
Subject Code:36455 TEXTILE TESTING - PRACTICAL	5	75	Internal	Boar d Exam	Total
			25	75	100

Rationale:

- To enhance the practical knowledge of testing textile fibre, yarn and fabric and analyzing the data.
- To handle the various testing instruments for fibre, yarn and fabric.

Guidelines:

- All the fourteen experiments given in the list of experiments should be completed and given for the end semester practical examination.
- In order to develop best skills in handling instruments / equipments and taking readings in the practical classes, every two students should be provided with a separate equipment set up for doing experiments in the laboratory.
- The external examiners are requested to ensure that a single experimental question should not be given to more than four students while admitting a batch of 30 students during Board Examinations.

List of experiment

- To understand the working of various textile testing (fibre, yarn and fabric) instruments.

Fibre testing

- To have practical knowledge in the textile testing areas.
- Determination of fibre length using Baer Sorter.
- Determination of trash content by Trash Analyser.
- Determination of fibre fineness by Sheffield Micronaire.

Yarn Testing

- Determination of count by cutting and weighing method.
- Determination of single yarn twist by tension type twist tester.
- Determination of ply yarn twist by take up twist tester.
- Determination of single yarn strength.
- Determination of Lea strength and CSP.
- Determination of yarn appearance grade as per ASTM visual examination method.

Fabric testing

- Determination of fabric tensile strength by tensile strength tester (Warp way & Weft way).
- Determination of fabric tearing strength (Warp way & Weft way).
- Determination of bending modulus by stiffness tester for given sample of fabric (Warp way & Weft way).
- Estimation of bursting strength of a given fabric.
- Determination of crease recovery angle in warp way & weft way.

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Experiment	50 marks
Write up / diagram / calculations	20 marks
Viva	05 marks
Total	75 Marks



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

V SEMESTER

2015 – 2016 ONWARDS

36456 – TEXTILE WET PROCESSING - PRACTICAL

CURRICULUM DEVELOPMENT CENTRE

V SEMESTER
36456: TEXTILE WET PROCESSING - PRACTICAL

Scheme of Instruction and Examination :

No of weeks per semester: 15 weeks

Subject	Instruction		Examination		
Subject Code:36456 TEXTILE WET PROCESSING- PRACTICAL	Hours /week	Hours/ Semester	Assessment Marks		
	5	75	Internal	Boar d Exam	Total
			25	75	100

Rationale:

To get knowledge on the method of preparing the dye liquor to printing paste and dyeing and printing the yarn/ fabric. To know the different finishing treatment given to dyed fabric

Objectives:

- To get knowledge on the method of analyzing the blended yarn / fabric.
- To get the practical experience in preparing the liquor for the complete wet processing treatments.
- To get the practical experience in preparing the print paste and printing the fabric.
- To know the different finishing treatments given to the dyed fabric, depending on their end use.
- To know the different testing methods, to assess fastness of dyes to washing & rubbing.

Guidelines

- : All the 12 experiments given in the list of experiments should be completed and given for the end semester practical examination.
- In order to develop best skills in handling instruments / equipment and taking readings in the practical classes, every two students should be provided with a separate equipment set up for doing experiments in the laboratory.
- The external examiners are requested to ensure that a single experimental question should not be given to more than four students while admitting a batch of 30 students during Board Examinations.

V Semester
36456 TEXTILE WET PROCESSING PRACTICAL
List of experiments

Preparation to wet processing

1. Desizing of fabric using enzyme.
2. Scouring of yarn / fabric.
3. Bleaching of yarn / fabric using Hydrogen Peroxide.

Dyeing

4. Dyeing of cotton material with vat dyes.
5. Dyeing of cotton material with Bi-Functional reactive dyes.
6. Dyeing of polyester material with disperse dye.
7. Dyeing of wool with acid dye.
8. Dyeing of silk with basic dyes.

Printing

9. Printing of cotton fabric with reactive dye in direct style.
10. Direct style of printing on cotton using Pigment.

Finishing

11. Finishing of cotton fabric with starch.

Testing

12. Testing of colour fastness of dyed textile materials to washing and rubbing.

LIST OF EQUIPMENTS REQUIRED:

For a Batch of 30 Students:

01.	Dye bath for dyeing, desizing, scouring, bleaching	- 10
Nos.		
02.	Crockmeter for rubbing fastness testing	- 01
Nos.		
03.	Launderometer for washing fastness testing	- 01
Nos.		
04.	Printing table	- 01
Nos.		
05.	Printing Screens	- 02
Nos.		
06.	Padding Mangle	- 01
Nos.		
	Manual	- Lab
Manual		

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Experiment	50 marks
Write up / diagram / calculations	20 marks
Viva	05 marks
Total	75 Marks



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

V SEMESTER

2015 – 2016 ONWARDS

36457 – GARMENT MANUFACTURE - PRACTICAL

CURRICULUM DEVELOPMENT CENTRE

V SEMESTER
36457: GARMENT MANUFACTURE - PRACTICAL

Scheme of Instruction and Examination :

No of weeks per semester: 15 weeks

Subject	Instruction		Examination		
	Hours /week	Hours/ Semester	Assessment Marks		
36457: GARMENT MANUFACTURE - PRACTICAL	4	60	Internal	Boar d Exam	Total
			25	75	100

Rationale:

The diploma students should necessarily have basic practical skills and knowledge to get their work done in their career in the industry and trade, where they are going to get absorbed either as technicians or administrators or entrepreneurs. This is achieved by introducing practical experiments with hands on experience in the specified subjects.

GUIDELINES:

- All the experiments given in the list of experiments should be completed and given for the Board Practical Examination.
- To develop best skills in handling Instruments / Equipments and taking readings in the practical classes, every batch of students should be provided with a separate experimental setup for doing experiments in the laboratory.
- The external examiners are requested to ensure that a single experimental question should not be given to more than four students while admitting a batch of 30 students during Board Practical Examinations.

OBJECTIVES:

1. To learn the fundamentals of pattern drafting.
2. To understand the concepts of garment making.
3. To familiarize them with colour theory and fashion concepts.

LIST OF EXPERIMENTS:

Drawing

1. Drawing Ladies high fashion dress and make it decorative.

Preparing samples

2. Preparing hand embroidery samples with running, back & chain stitches.
3. Preparing stem and satin stitches.
4. Preparing samples for temporary stitches.
5. Preparing samples for permanent stitches.

Pattern Drafting

6. Preparing pattern for Basic T-shirt.
7. Preparing pattern for A-line frock.
8. Preparing pattern for Ladies nightwear.
9. Preparing pattern for Gent's shirt with full sleeve.

Construction

10. Using the given paper pattern, construction of A- line frock.
11. Using the given paper pattern, construction of ladies nightwear.
12. Using the given paper pattern, construction of Gents shirt with full sleeve.

EQUIPMENT LIST:

S.No	Name of Equipments
1	Lock Stitch Pedal Sewing Machine – 10 Nos.
2	3-Thread Over lock – 1 No.
3	Steam Iron Box – 1 No.
4	Drafting & Cutting Table – 1 No.

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Experiment	50 marks
Write up / diagram / calculations	20 marks
Viva	05 marks
Total	75 Marks



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

VI SEMESTER

2015 – 2016 ONWARDS

36461– TEXTILE AND GARMENT COSTING

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implements from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36461
 Semester : VI Semester
 Subject Title : TEXTILE AND GARMENT COSTING

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours / Week	Hours/ Semester	Marks			
Subject Code: 36461 TEXTILE AND GARMENT COSTING	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

TOPICS AND ALLOCATION

UNITS	TOPICS	Time (Hrs)
1	Introduction to costing and cost sheet	14
2	Material purchase, control and issues	14
3	Labour cost	14
4	Marginal costing and break even analysis	13
5	Overheads	13
6	TEST & REVISION	07
	Total	75

RATIONALE:

To understand the accounting procedure to be followed during purchase and maintenance of raw material and the costing methods in textile industry to the level of the diploma students..

OBJECTIVES:**UNIT -I**

1. To know the meaning and objectives of costing
2. To understand the calculations of costing for textiles

UNIT-II

3. To study the procedure for material purchase
4. To study the methods of pricing of material issues

UNIT-III

5. To study the different types of wage calculations
6. To understand the importance of remuneration and incentives

UNIT-IV

7. To know the meaning and importance of marginal costing
8. To understand the concept of break even analysis

UNIT-V

9. To study the meaning and importance of overheads
10. To know the types of distribution of overheads

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	<p>INTRODUCTION TO COSTING AND COST SHEET</p> <p>Meaning - Object -Advantages of cost Accountancy - Cost terms - Cost concept– cost classification - Elements of cost - Cost sheet - Cost of warp yarn - Cost of weft yarn - Fabric manufacturing cost - Calculation of pieces weight - CMT calculation - Preparation of cost sheet with respective to textile Industry.</p>	14 Hrs
II	<p>MATERIAL PURCHASE, CONTROL AND ISSUES</p> <p>Functions of purchasing department - Procedures for purchase - EOQ - ABC Analysis - VED Analysis - FNSD Analysis - First In First Out method (FIFO) - Last In First Out method (LIFO) - Highest In First Out method (HIFO) - Simple average method -Weighted average method, simple calculations with respect to material issues.</p>	14 Hrs
III	<p>LABOUR COST:</p> <p>Components of labour cost - Labour Turn Over (LTO) - Normal and abnormal idle time - Overtime wages - Remuneration and incentives - Time wage system - Piece rate system - Premium and Bonus plans - Halsey premium plan - Rowan premium plan - simple calculations with respect to labour cost.</p>	14 Hrs
IV	<p>MARGINAL COSTING AND BREAK EVEN ANALYSIS:</p> <p>Meaning and features of marginal costing - Advantages and limitations of marginal costing - Objectives of Cost Volume Profit Analysis –Break Even Chart - Contribution - Profit</p>	13 Hrs

	Volume Ratio - Margin of safety - Break even point -Break even sales - Sales volume for a desired profit - Working of simple problems with respect to profitability.	
V	OVERHEADS Definition and classification of overheads - Importance of overhead cost - factory overheads - administration overheads - selling and distribution overheads - Allocation and Apportionment of overheads - primary distribution of overheads - secondary distribution of overheads - Working of Simple problems with respect to textile Industry.	13 Hrs

TEXT BOOKS:

Author	Title	Publisher	Edition	Year
S.P.JAIN & K.L.NARANG	COST ACCOUNTANCY	KALYANI PUB., NEW DELHI	17	2002
T.S.REDDY & Y.HARI PRASAD REDDY	COST ACCOUNTING	MARGHAM PUBLICATIONS	15	2015

REFERENCE BOOKS:

Author	Title	Publisher	Edition	Year
R.S.N.PILLAI & V.BAGAVATHI	COST ACCOUNTING	S.CHAND & COMPANY LTD	6	2005
KHANNA, AHUJA, PANDEY.	PRACTICAL COSTING	S.CHAND & COMPANY LTD	5	2001



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

VI SEMESTER

2015 – 2016 ONWARDS

**36062 – GARMENT MANUFACTURE * (Common with
DTT)**

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic year 2015-2062 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36062
 Semester : VI Semester
 Subject Title : Garment Manufacture * (Common with DTT)

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Title	Instructions		Examination			Duration
	Hours /Week	Hours /Semester	Marks			
Subject Code: 36062 Garment Manufacture	5 Hrs	75 Hrs	Internal Assessment	Board Examination	Total	3 Hrs
			25	75	100	

Topics and Allocation of Hours:

Unit	Topic	Time (hrs.)
1	MEASUREMENTS, PATTERNS AND TOOLS FOR GARMENT CONSTRUCTION	14
2	DRAFTING AND PATTERN LAYOUT	14
3	CUTTING AND GARMENT CONSTRUCTION	14
4	PACKING AND QUALITY REQUIREMENTS	13
5	FASHION DESIGN	13
6	TEST & REVISION	07
Total		75

RATIONALE:

To understand the Textile industry and the market, an effort is made to equate the products' features with the requirement of the Markets. In order to achieve this objectives a broad sweep various subjects in the entire textile spectrum is elaborated to the level of the diploma students..

OBJECTIVES:

1. To know about human anatomy, pattern making and garment making tools
2. To understand pattern layout & cutting
3. To familiarize with sewing, embroidery & clothing construction
4. To know about pressing, packing & quality control
5. To understand fashion design concept

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	MEASUREMENTS, PATTERNS AND TOOLS FOR GARMENT CONSTRUCTION Flow chart for garment manufacturing process in garment industry. Eight head theory of human anatomy and its uses. Measurements – importance, Measurements to be taken for children’s, Ladies, and Gent’s. Paper patterns - importance – Types - Commercial patterns and personal patterns - Principles of pattern drafting –Principles of Pattern grading. Tools required for garment making – Measuring tools, Cutting tools - Pattern making tools - Pressing tools.	14
II	DRAFTING AND PATTERN LAYOUT Pattern making of ‘A’ line frock - Ladies skirt - Gent’s half sleeve shirt - Ladies nightwear. Fabrics used in garment manufacture – Plain, Striped, Plaid, Printed and one way. Rules for pattern layout – types of Layout (length wise Cross wise, partial length wise, partial cross wise, combined fold and open layout). Special layouts for asymmetrical, striped, checked and one way designs – Types of Lay. Lay length and Marker planning.	14
III	CUTTING AND GARMENT CONSTRUCTION Objects of spreading & cutting - Importance of cutting - Brief study on types of cutting machines – Straight knife - Band knife - Round knife -LASER cutting. Cutting defects. Sewing Machine Parts and its function. Stitches – Brief study of Lock stitch, Chain stitch, 3 thread over lock, 5 thread flat lock. Brief study of different types of Seams – Plain, bound flat & Slot seam. Construction of ‘A’ line frock, Ladies skirt, Gent’s half sleeve shirt and Ladies nightwear.	14
IV	PACKING AND QUALITY REQUIREMENTS Types of pressing and its objects. Packing materials, Different methods of Packing – Ratio pack, Assortment pack, Colour wise pack, Size wise pack. Methods of fabric inspection - Study of 4 point and 10 point system. Types of Inspection – Raw Material Inspection - Quality requirements for sewing thread, zippers, linings and buttons – Brief study of in process inspection and Final inspection. Brief study of Garment defects. Accepted Quality Level (AQL) – Sampling size and levels. Acquiring ISO certification for the Garment Industry. Objects of	13

	Organic cotton certification and GOTS	
V	<p>FASHION DESIGNING</p> <p>Elements of Design – Line, Shape, Texture, colour and value. Principles of design – Balance, Proportion, Emphasis, Rhythms and Harmony. Pigment theory of colours – Primary, Secondary and Tertiary colours. Color dimension (Hue, Intensity, value, tint, shade and tone) - Warm and Cool Colors. Design – Different types of structural designs and decorative designs on dress. Basic concepts of Fashion show.</p>	13

TEXT BOOKS:

S.NO	Author	Title	Publisher	Edition	Year
1	Carr and Lathem	The Technology of Clothing Manufacture	Blackwell Publication Oxford UK	2 nd Indian Reprint	2004
2	Gerry Cooklin	Introduction to Clothing Manufacture	Blackwell Publication Oxford UK	2 nd Indian Reprint	2005
3	Pradip V.Metha & Satish.K. Bharadwaj	Managing Quality in the Apparel Industry	New Age International Publishing, New Delhi	1 st Edition Reprint	2006

REFERENCE BOOKS:

S.NO	Author	Title	Publisher	Edition	Year
1	Anna Jacob Thomas	The Art of Sewing	UBS Publishers, New Delhi	6 th Reprint	2001
2	Mary Mathews	Practical clothing constructions Part I & II	Paprinpack Printers, Chennai	Ist Edition	1985
3	Erwine Mabel.D	Clothing for Moderns	Macmillan Pub. Co., New York.	Ist Edition	1979
4	Virgin Stolpe Lewis	Comparative clothing construction Techniques	Surjeet Publications, Delhi	Ist Edition	1984



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

VI SEMESTER

2015 – 2016 ONWARDS

**36641 – APPAREL PRODUCTION PLANNING &
CONTROL**

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36641
 Semester : VI Semester
 Subject Title : APPAREL PRODUCTION PLANNING & CONTROL

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject	Instruction		Examination		
	Hours/ Week	Hours/ Semester	Assessment Mark		
Internal			Board Exam	Total	
Subject Code: 36641 Apparel Production Planning & Control	5	75	25	75	100

Topics and time allocation

Unit	Topic	Time in Hrs
1	PRODUCTION STRATEGY AND PLANNING	14
2	APPAREL ENGINEERING	14
3	PRODUCTION PLANNING AND MATERIAL MANAGEMENT	14
4	BALANCING, MRP AND QUICK RESPONSE	13
5	INDUSTRIAL ENGINEERING	13
6	TEST & REVISION	07
	Total	75

RATIONALE:

The planning of production process and productivity are the managerial point of view within the industry. Improving the productivity through proper production system increases the profit and performance level of the industry. This subject covers topic like Apparel engineering, Production planning, Materials management and Balancing, MRP and Quick response for better understanding of the subject.

OBJECTIVES:

At the end of the study of IV Semester the student will be able to

- To know about production control and systems.
- Understand the apparel business
- Study the merchandising activity
- Know the basic concepts of Apparel Engineering.
- Know about the production systems in apparel industry.
- Study the fundamentals of production planning.
- Understand the resource management in Apparel Industry
- Obtain knowledge on selection of raw material.
- Know the purchasing procedures
- Understand the basics of production balancing.
- Know about MRP and Sourcing strategies.
- Understand the IE concepts.
- Understand the SAM, Target fixing and Balancing of sewing machines

DETAILED SYLLABUS

Contents: Theory

Unit	Name of the Topic	Hours
I	<p>PRODUCTION STRATEGY AND PLANNING</p> <p>Production Control – Objectives – Relationship with functional areas of Manufacturing – elements of production control system- strategy for implementing a production control system- Business preplan – objectives- Merchandising preplanning- Basic strategy- Financial planning- Cash flow analysis- production preplanning.</p>	14 Hrs
II	<p>APPAREL ENGINEERING</p> <p>Basic concept of Apparel engineering – Flexible Manufacturing – Throughput – Work flow – Plant layout- materials handling- Production systems – Progressive Bundle system- Unit Production system- Modular Production system – Individual finishing system – Group system – Combination of Production system – Mass production system – Lean production system – Comparison of lean and mass production system – Ergonomics.</p>	14 Hrs
III	<p>PRODUCTION PLANNING AND MATERIAL MANAGEMENT</p> <p>Production planning- Plant capacity- Committed Capacity- Available capacity- Potential capacity- Required capacity- Individual operation capacity- Excess capacity- Relationship of production Standards to capacity. Basic principles in material management – Principles of purchasing – Purchasing system based on Sales plan. Inventory control – Economic order quantity.</p>	14 Hrs
IV	<p>BALANCING, MRP AND QUICK RESPONSE</p> <p>Introduction- Basics of Sectionalization – Basics of Balancing – Scheduling of machines- Theoretical Balancing- Balancing of work force- Principles of Manufacturing Resource Planning (MRP)- Critical assessment of MRP- Clothing industry experiences of MRP- Organizational strategies for Quick Response- Standardization affecting the materials supply chain- Buyer / Supplier relationship- Brief study of Sourcing strategies- Just in time suppliers- Overseas sourcing.</p>	13 Hrs

V	<p>INDUSTRIAL ENGINEERING</p> <p>Implementation procedure – Role of IE in garment industry – Role IE in garment production management. Time study – Definition, Calculation of basic time, Calculation for standard time, SAM calculation through time study. Steps in production line setup – collect correct sample, make operation breakdown, Define machine for each operation, Calculate production/Hour and no. of machine and Balancing of machine.</p>	13 Hrs
----------	---	---------------

Text Book:

Title	Author	Publisher	Year
Introduction to Clothing Production Management	Chuter AJ	Blackwell Science	1998
Materials Management In Clothing Production	David J Taylor	BSP Professional Books London	2001

Reference:

Title	Author	Publisher	Year
Apparel manufacturing	Ruth E Glock Grace I Kunz	Prentice hall New Jersey	1987

www.binils.com



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

VI SEMESTER

2015 – 2016 ONWARDS

36482 – TEXTILE ADVERTISMENT MANAGEMENT

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic year 2015-2016 onwards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Course Code : 1064
 Subject Code : 36482
 Semester : VI Semester
 Subject Title : TEXTILE ADVERTISEMENT MANAGEMENT

TEACHING AND SCHEME OF EXAMINATION:

No of weeks per semester: 15 weeks

Subject Subject code:36482 TEXTILE ADVERTISEMENT MANAGEMENT	Instruction		Examination		
	Hours/ Week	Hours/ Semester	Assessment Mark		
			Internal	Board Exam	Total
	5	75	25	75	100

TOPICS AND TIME ALLOCATION:

UNITS	TOPICS	Time (Hrs)
1	Advertising Basics	14
2	Advertising and Society	14
3	Creativity and Components of print Advertising	14
4	Advertising Media	13
5	Online Advertisements & Evaluations	13
6	TEST & REVISION	07
	Total	75

RATIONALE:

To understand the Textile industry and the market, an effort is made to equate the products' features with the requirement of the Markets. In order to achieve this objectives a broad sweep various subjects in the entire textile spectrum is elaborated to the level of the diploma students..

OBJECTIVES:

This subject is planned to provide an extended knowledge in marketing promotion for the students.

UNIT – I

- (1).To understand advertising.
- (2).To understand the various advertising media.

UNIT – II

- (1).To understand the basic ethics in advertising.
- (2).To know about the social implications of advertising.

UNIT – III

- (1).To understand various methods creativity.
- (2).To understand various components.

UNIT – IV

- (1).To understand the various media in advertising.
- (2).To understand the advertising budgets.

UNIT – V

- (1).To understand on line advertising.
- (2).To understand advertising effectiveness measurements.

DETAILED SYLLABUS

Contents: Theory:

Unit	Name of the Topic	Hours
I	<p>ADVERTISING BASICS.</p> <p>Meaning – Importance of advertising. History of advertising. Classifications and functions of advertising. Advertising pyramid. Advertising Tycoons and leading advertising agencies in India. Growth and evolution of Textile advertisements. Criticisms on advertising.</p>	14 Hrs
II	<p>ADVERTISING AND SOCIETY</p> <p>The benefits of advertising. Impact of Advertisements on Children. Women in advertising. Ethics in advertising. Code of ethics and corporate social responsibility in advertising. Sales promotions = important features, types and activities. Public relations – Role, process, advantages and disadvantages of public relations. Publicity and its impacts.</p>	14 Hrs
III	<p>CREATIVITY AND COMPONENTS OF PRINT ADVERTISING</p> <p>Creativity and advertising. Elements of creative advertising. The creative process. The layout of advertisements – Components, Background, Border, Caption, Coupon, Heading, Mascot., Slogan, Text and Trade mark. Balance, Weight, Format and Movement in print layout – Indian Advertising stalwarts.</p>	14 Hrs
IV	<p>ADVERTISING MEDIA</p> <p>Print media. Characteristics of Press. Categories of Press-News papers, Magazines, Hand bills, Posters and Banners. Directory and Direct mail advertising. Outdoor and Transit advertising. Television advertising-Advantages, limitations, deception in television advertising- Puffery, Subliminal & Surrogate Advertising. Radio advertisements and its advantages. Advertising budgeting methods.</p>	13 Hrs
V	<p>ONLINE ADVERTISEMENTS & EVALUATION</p> <p>Importance and Objectives of online advertisements. Types of online advertisements –Types of web sites – Factors affecting page views – Mobile Internet – Measuring online</p>	13 Hrs

advertising audience – Advertising research – AIDA, DAGMAR approaches – Types of advertising evaluations.
--

TEXT BOOKS:

Author	Title	Publisher	Edition	Year
SAMGEETHA SHARMA & RAGUVEER SING	ADVERTISING	PRENTICE- HALL	Second Edition	2008

REFERENCES:

Author	Title	Publisher	Edition	Year
STANTON	Marketing Management	Prentice Hall	-	2007
OTTO KLEPPNER	Advertising	Mc Craw Hill	-	
K.C.SETHIA & S.A.CHUNNWALA	Foundations of Advertising theory and practice	Himalaya Publishing House, Mumbai	Seventh revised edition	2003.



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

VI SEMESTER

2015 – 2016 ONWARDS

36464 – TEXTILE EXPORT PROCEDURE - PRACTICAL

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic Year 2015-2016 on wards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
 Subject Code :36464
 Semester :VI
 Subject Title : TEXTILE EXPORT PROCEDURE - PRACTICAL

SCHEME OF INSTRUCTION AND EXAMINATION:

No. of Weeks per Semester: 15 Weeks

Subject	Instruction		Examination		
	Hours/week	Hours/Semester	Assessment Marks		
Subject Code:36464 TEXTILE EXPORT PROCEDURE- PRACTICAL	4	60	Internal	Board Exam	Total
			25	75	100

RATIONALE:

The diploma students should necessarily have basic practical skills and knowledge to get their work done in their career in the industry and trade, where they are going to get absorbed either as technicians or administrators or entrepreneurs. This is achieved by introducing practical experiments with hands on experience in the specified subjects.

GUIDELINES:

- All the experiments given in the list of experiments should be completed and given for the Board Practical Examination.
- To develop best skills in handling Instruments / Equipments and taking readings in the practical classes, every batch of students should be provided with a separate experimental setup for doing experiments in the laboratory.
- The external examiners are requested to ensure that a single experimental question should not be given to more than four students while admitting a batch of 30 students during Board Practical Examinations.

OBJECTIVES:

This course imparts practical knowledge to the students about Export Procedure & Merchandizing to a level which is required for our Diploma students.

LIST OF EXPERIMENTS:

Registration

1. How to apply for Registration cum Membership with Export Promotion Council.
2. How to apply for allotment of Import Export Code [IEC] Number.

Documentations:

3. Understanding the models of Package Note & Package List.
4. Labeling Symbols in Export packing.
5. Handling instructions Of packages for export.

Documents:

6. Export documents related to custom authorities.
7. Export documents related to port authorities.
8. Export Documents related to banks.
9. Export documents required by importing countries.
10. Understanding letter of credit.
11. Selection of foreign agents.
12. Export samples- description and collection.

Laboratory Equipments Requirement List:

- Computers – 1 PC per Student
- Software Resources: Windows, Visual Studio with Internet Connectivity

1. INTERNAL ASSESSMENT / RECORD :25 MARKS
2. BOARD PRACTICAL EXAMINATION EVALUATION :75 MARKS

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Experiment	50 marks
Write up / diagram / calculations	20 marks
Viva	05 marks
Total	75 Marks



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

VI SEMESTER

2015 – 2016 ONWARDS

36465 – GARMENT CAD - PRACTICAL

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic Year 2015-2016 on wards)

Course Name : DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT
Subject Code :36465
Semester :VI
Subject Title : GARMENT CAD – PRACTICAL

SCHEME OF INSTRUCTION AND EXAMINATION:

No. of Weeks per Semester: 15 Weeks

Subject	Instruction		Examination			
	Hours/week	Hours/Semester	Assessment Marks			
Subject Code:36465 GARMENT PRACTICAL	CAD-	5	75	Internal	Board Exam	Total
				25	75	100

Rationale:

To enhance the practical knowledge to draft a pattern using computer. Also to understand the pattern grading, industrial pattern drafting system, concept of computer colour matching.

Objectives:-

1. To know the application of drafting procedure through computer.
2. To understand the industrial pattern drafting system and application.
3. To know the pattern grading application through computer.
4. To understand concept of computer colour matching.
5. To learn procedure to measure the efficiency of bleached material in terms of various indices.
6. To acquire knowledge in measuring the important parameter of colour difference.

Guidelines:-

- All the experiments given in the list of experiments should be completed and given for the Board Practical Examination.
- To develop best skills in handling Instruments / Equipments and taking readings in the practical classes, every batch of students should be provided with a separate experimental setup for doing experiments in the laboratory.
- The external examiners are requested to ensure that a single experimental question should not be given to more than four students while admitting a batch of 30 students during Board Practical Examinations

36066 GARMENT CAD PRACTICAL

LIST OF EXPERIMENTS

1. Designing and drafting a ladies night wear and apply a suitable colour
2. Designing and drafting a fashion kids wear and apply a contrast colour scheme
3. Designing and drafting a T-Shirt and apply suitable colour tint.
4. Designing and drafting a ladies skirt with suitable colour combination
5. Drafting a pattern for Ladies T- shirt.
6. Drafting a pattern for Ladies Night wear.
7. Drafting a pattern for Full sleeve for Gents shirt with collar
8. Grading the given A Line frock front style to its lower and higher grades.
9. Grading the Full sleeve to its lower and higher grades and lay the pieces using pattern design system.
10. Grading the parts of the Ladies "T" shirt to its higher grade and lay the pieces using pattern design system.
11. Grading the given trouser pattern to its lower and higher grades and lay the pieces using pattern design system.
12. Drawing a fashion Top garment for Gents using suitable drawing software, colour it as per scheme.

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Experiment	50 marks
Write up / diagram / calculations	20 marks
Viva	05 marks
Total	75 Marks

List of equipments : 10 Numbers of Personal computers.

Scanner & printer with LAN connected.

Garment CAD, Paint, Corel draw, Photoshop Software.



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

VI SEMESTER

2015 – 2016 ONWARDS

**36466 – EXECUTIVE PLANNING AND CONTROL -
PRACTICAL**

CURRICULUM DEVELOPMENT CENTRE

M-SCHEME
(Implemented from the Academic Year 2015-2016 on wards)

SCHEME OF INSTRUCTION AND EXAMINATION:

No. of Weeks per Semester: 15 Weeks

Subject	Instruction		Examination		
	Hours/week	Hours/Semester	Assessment Marks		
Subject Code: 36466 EXECUTIVE PLANNING AND CONTROL - PRACTICAL	5	75	Internal	Board Exam	Total
			25	75	100

RATIONALE:

The diploma students should necessarily have basic practical skills and knowledge to get their work done in their career in the industry and trade, where they are going to get absorbed either as technicians or administrators or entrepreneurs. This is achieved by introducing practical experiments with hands on experience in the specified subjects.

GUIDELINES:

- All the experiments given in the list of experiments should be completed and given for the Board Practical Examination.
- To develop best skills in handling Instruments / Equipments and taking readings in the practical classes. Every batch of students should be provided with a separate experimental setup for doing experiments in the laboratory.
- The external examiners are requested to ensure that a single experimental question should not be given to more than four students while admitting a batch of 30 students during Board Practical Examinations.

OBJECTIVES:

To gain knowledge and skill about the various computer based Executive planning tools to develop , create and modify Designs in an organization.

List of Experiments to be executed using Spread Sheet, Presentation and Desk Top Publishing Applications

Executive Control: (Spread Sheet)

1. Preparation of Quotation Format and Comparative statement.
2. Cost sheet entry in Spread Sheet

Executive Records and Reports: (Presentation)

3. Profile preparation for employees.
4. Pay roll preparation for employees.
5. Calculation of Labour Turn Over ratio

Picture Creation: (Adobe Photo-Shop)

6. Create a design using various Text Tools, Selection Tools, Cutting and pasting

Editing the Picture (Corel Draw)

7. Applying page effects and rotating the image.
8. Create a Bit notice with specified height and width with various text styles.

Text Editing: (Page Maker)

9. Create a stylish monthly calendar sheet using table and its formatting commands.
10. Create a open page using character styles,
11. Create a open page using paragraph styles,
12. Create a page effect using text effects, text frame and page numbering.

**LIST OF EQUIPMENTS AND THE QUANTITY REQUIRED FOR A
BATCH OF 30 STUDENTS**

SOFTWARE REQUIREMENTS

Operating System	Windows XP
Applications	Photoshop, Corel Draw, Page Maker, MS-Office

HARDWARE REQUIREMENTS

Personal Computer System with latest configuration	30 No's
Power Backup (UPS)	10 KVA
Laser Printer	3 No's

QUESTION PAPER PATTERN AND ALLOCATION OF MARKS

Single Experiment is to be given per student

Procedure	20
Experiment	50
Viva-Voce	05
Total	75



DIRECTORATE OF TECHNICAL EDUCATION

DIPLOMA IN TEXTILE MARKETING AND MANAGEMENT

III YEAR

M - SCHEME

VI SEMESTER

2015 – 2016 ONWARDS

36467 – Project Work

CURRICULUM DEVELOPMENT CENTRE

EVALUATION FOR BOARD EXAMINATION:

Details of Mark allocation	Max Marks
Marks for Report Preparation, Demo, Viva-voce	65
Marks for answers of 4 questions which is to be set by the external examiner from the given question bank consisting of questions in the following two topics Disaster Management and Environmental Management. Out of four questions two questions to appear from each of the above topics i.e. 2 questions x 2 topics = 4 questions 4 questions x 2 ½ marks = 10 Marks	10
Total	75

DETAILED SYLLABUS

ENVIRONMENTAL & DISASTER MANAGEMENT

1. ENVIRONMENTAL MANAGEMENT

Introduction – Environmental Ethics – Assessment of Socio Economic Impact – Environmental Audit – Mitigation of adverse impact on Environment – Importance of Pollution Control – Types of Industries and Industrial Pollution.

Solid waste management – Characteristics of Industrial wastes – Methods of Collection, transfer and disposal of solid wastes – Converting waste to energy – Hazardous waste management Treatment technologies.

Waste water management – Characteristics of Industrial effluents – Treatment and disposal methods – Pollution of water sources and effects on human health.

Air pollution management – Sources and effects – Dispersion of air pollutants – Air pollution control methods – Air quality management.

Noise pollution management – Effects of noise on people – Noise control methods.

2. DISASTER MANAGEMENT

Introduction – Disasters due to natural calamities such as Earthquake, Rain, Flood, Hurricane, Cyclones etc – Man made Disasters – Crisis due to fires, accidents, strikes etc – Loss of property and life..

Disaster Mitigation measures – Causes for major disasters – Risk Identification – Hazard Zones – Selection of sites for Industries and residential buildings – Minimum distances from Sea – Orientation of Buildings – Stability of Structures –

Fire escapes in buildings - Cyclone shelters – Warning systems.

Disaster Management – Preparedness, Response, Recovery – Arrangements to be made in the industries / factories and buildings – Mobilization of Emergency Services - Search and Rescue operations – First Aids – Transportation of affected people – Hospital facilities – Fire fighting arrangements – Communication systems – Restoration of Power supply – Getting assistance of neighbors / Other organizations in Recovery and Rebuilding works – Financial commitments – Compensations to be paid – Insurances – Rehabilitation.

LIST OF QUESTIONS

1. ENVIRONMENTAL MANAGEMENT

1. What is the responsibility of an Engineer-in-charge of an Industry with respect to Public Health?
2. Define Environmental Ethic.
3. How Industries play their role in polluting the environment?
4. What is the necessity of pollution control? What are all the different organizations you know, which deal with pollution control?
5. List out the different types of pollutions caused by a Chemical / Textile / Leather / Automobile / Cement factory.
6. What is meant by Hazardous waste?
7. Define Industrial waste management.
8. Differentiate between garbage, rubbish, refuse and trash based on their composition and source.
9. Explain briefly how the quantity of solid waste generated in an industry could be reduced.
10. What are the objectives of treatments of solid wastes before disposal?
11. What are the different methods of disposal of solid wastes?
12. Explain how the principle of recycling could be applied in the process of waste minimization.
13. Define the term 'Environmental Waste Audit'.
14. List and discuss the factors pertinent to the selection of landfill site.
15. Explain the purpose of daily cover in a sanitary landfill and state the minimum desirable depth of daily cover.
16. Describe any two methods of converting waste into energy.
17. What actions, a local body such as a municipality could take when the agency appointed for collecting and disposing the solid wastes fails to do the work continuously for number of days?
18. Write a note on Characteristics of hazardous waste.
19. What is the difference between municipal and industrial effluent ?
20. List few of the undesirable parameters / pollutants anticipated in the effluents from oil refinery industry / thermal power plants / textile industries /

woolen mills / dye industries / electroplating industries / cement plants / leather industries (any two may be asked)

21. Explain briefly the process of Equalization and Neutralization of waste water of varying characteristics discharged from an Industry.
22. Explain briefly the Physical treatments “Sedimentation” and “Floatation” processes in the waste water treatment.
23. Explain briefly when and how chemical / biological treatments are given to the waste water.
24. List the four common advanced waste water treatment processes and the pollutants they remove.
25. Describe refractory organics and the method used to remove them from the effluent.
26. Explain biological nitrification and de-nitrification.
27. Describe the basic approaches to land treatment of Industrial Effluent.
28. Describe the locations for the ultimate disposal of sludge and the treatment steps needed prior to ultimate disposal.
29. List any five Industries, which act as the major sources for Hazardous Air Pollutants.
30. List out the names of any three hazardous air pollutants and their effects on human health.
31. Explain the influence of moisture, temperature and sunlight on the severity of air pollution effects on materials.
32. Differentiate between acute and chronic health effects from Air pollution.
33. Define the term Acid rain and explain how it occurs.
34. Discuss briefly the causes for global warming and its consequences
35. Suggest suitable Air pollution control devices for a few pollutants and sources.
36. Explain how evaporative emissions and exhaust emissions are commonly controlled.
37. What are the harmful elements present in the automobile smokes? How their presence could be controlled?
38. What is the Advantage of Ozone layer in the atmosphere? State few reasons for its destruction.
39. Explain the mechanism by which hearing damage occurs.
40. List any five effects of noise other than hearing damage.
41. Explain why impulsive noise is more dangerous than steady state noise.
42. Explain briefly the Source – Path – Receiver concept of Noise control.
43. Where silencers or mufflers are used ? Explain how they reduce the noise.
44. Describe two techniques to protect the receiver from hearing loss when design / redress for noise control fail.

45. What are the problems faced by the people residing along the side of a railway track and near to an Airport? What provisions could be made in their houses to reduce the problem?

2. DISASTER MANAGEMENT

1. What is meant by Disaster Management? What are the different stages of Disaster management?
2. Differentiate Natural Disasters and Man made Disasters with examples.
3. Describe the necessity of Risk identification and Assessment Surveys while planning a project.
4. What is Disasters recovery and what does it mean to an Industry?
5. What are the factors to be considered while planning the rebuilding works after a major disaster due to flood / cyclone / earthquake? (Any one may be asked)
6. List out the public emergency services available in the state, which could be approached for help during a natural disaster.
7. Specify the role played by an Engineer in the process of Disaster management.
8. What is the cause for Earthquakes? How they are measured? Which parts of India are more vulnerable for frequent earthquakes?
9. What was the cause for the Tsunami 2004 which inflicted heavy loss to life and property along the coast of Tamilnadu ? Specify its epicenter and magnitude.
10. Specify the Earthquake Hazard Zones in which the following towns of Tamilnadu lie: (a) Chennai (b) Nagapattinam (c) Coimbatore (d) Madurai (e) Salem.
11. Which parts of India are experiencing frequent natural calamities such as (a) heavy rain fall (b) huge losses due to floods (c) severe cyclones
12. Define basic wind speed. What will be the peak wind speed in (a) Very high damage risk zone – A, (b) High damage risk zone, (c) Low damage risk zone.
13. Specify the minimum distance from the Sea shore and minimum height above the mean sea level, desirable for the location of buildings.
14. Explain how the topography of the site plays a role in the disasters caused by floods and cyclones.
15. Explain how the shape and orientation of buildings could reduce the damages due to cyclones.
16. What is a cyclone shelter ? When and where it is provided ? What are its requirements ?
17. What Precautionary measures have to be taken by the authorities before opening a dam for discharging the excess water into a canal/river ?

18. What are the causes for fire accidents ? Specify the remedial measures to be taken in buildings to avoid fire accidents.
19. What is a fire escape in multistoried buildings ? What are its requirements ?
20. How the inmates of a multistory building are to be evacuated in the event of a fire/Chemical spill/Toxic Air Situation/ Terrorist attack, (any one may be asked).
21. Describe different fire fighting arrangements to be provided in an Industry.
22. Explain the necessity of disaster warning systems in Industries.
23. Explain how rescue operations have to be carried out in the case of collapse of buildings due to earthquake / blast / Cyclone / flood.
24. What are the necessary steps to be taken to avoid dangerous epidemics after a flood disaster?
25. What relief works that have to be carried out to save the lives of workers when the factory area is suddenly affected by a dangerous gas leak / sudden flooding ?
26. What are the difficulties faced by an Industry when there is a sudden power failure? How such a situation could be managed?
27. What are the difficulties faced by the Management when there is a group clash between the workers? How such a situation could be managed?
28. What will be the problems faced by the management of an Industry when a worker dies because of the failure of a mechanical device due to poor maintenance? How to manage such a situation ?
29. What precautionary measures have to be taken to avoid accidents to labourers in the Industry in a workshop / during handling of dangerous Chemicals / during construction of buildings / during the building maintenance works.
30. Explain the necessity of medical care facilities in an Industry / Project site.
31. Explain the necessity of proper training to the employees of Industries dealing with hazardous products, to act during disasters.
32. What type of disaster is expected in coal mines, cotton mills, Oil refineries, ship yards and gas plants?
33. What is meant by Emergency Plan Rehearsal? What are the advantages of such Rehearsals?
34. What action you will take when your employees could not reach the factory site because of continuous strike by Public Transport workers?
35. What immediate actions you will initiate when the quarters of your factory workers are suddenly flooded due to the breach in a nearby lake / dam, during heavy rain?
36. What steps you will take to avoid a break down when the workers union of your Industry have given a strike notice?
37. List out few possible crisis in an organization caused by its workers? What could be the part of the middle level officials in managing such crisis?

38. What types of warning systems are available to alert the people in the case of predicted disasters, such as floods, cyclone etc.
39. Explain the necessity of Team work in the crisis management in an Industry / Local body.
40. What factors are to be considered while fixing compensation to the workers in the case of severe accidents causing disability / death to them?
41. Explain the legal / financial problems the management has to face if safety measures taken by them are found to be inadequate.
42. Describe the importance of insurance to men and machinery of an Industry dealing with dangerous jobs.
43. What precautions have to be taken while storing explosives in a match/ fire crackers factory?
44. What are the arrangements required for emergency rescue works in the case of Atomic Power Plants?
45. Why residential quarters are not constructed nearer to Atomic Power Plants?

www.binils.com