**Part A- Introduction**

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| **Course Code:** TE 327 | **Course Title:** Apparel Merchandising |
| **Course Type:** Compulsory | **Level/Term:** Level 3, Term 2  | **Pre-requisite (s)**: TE 315 |
| **Credit Value:** 3.0 | **Contact Hours:** 3 Hrs/Week  | **Total Marks:** 100 (CIE: 35, SMEE: 65) |
| **1. Rationale of the Course:** The course is about the core concepts of clothing industry, providing an overview of how the clothing and fashion business works from contacting outsourcers to deliver the goods in scheduled time. Merchandising and related topics are taught in this course. Merchandising is one of the most important skills that are expected from a textile graduates. Hence, it emphasize on production merchandising which is related to the skills of contacting importers, confirming orders, collecting raw materials, produce garments on given specification and subsequently delivering the goods and collecting payments. These activities are unavoidable in garment business.**2. Course Content:****1. Introduction and Overview of the Course, Basic Concept:** Terms & Definitions, History, General idea about Merchandising. **2.** **Introduction of Merchandising:**  Apparel supply chain, Introduction of different types of merchandising emphasizing on production merchandising, Flow Chart of merchandising and highlights on major merchandising activities, Functions of merchandising, Basic qualities of a merchandiser, Types of packing, Golden rules for merchandising, Organogram of merchandising, Major buyers of Bangladeshi RMG, **3. Study of an Order Sheet:** Study of an order sheet of any renowned buyer including product specification sheet (PSS), Discussion on the characteristics/information available on the Purchase Order (PO) and Product Specification Sheet (PSS), Study of soft copy of order sheets of other customers, **4. Commercial Activities:** L/C, Process flow index of L/C, Check list for master L/C, Types of L/C, Study on the sample copy of documents required for negotiation, Incoterms used in garment trade, FOB and other types of garment order, **5. Consumption and Costing:** Calculating Consumption of knit T-shirt, Woven shirt and Pants, Costing of knit and woven products, Price quotation with format, **6.** **Time and Action (TNA) Plan:** Definition, Lead time, Study on TNA for knit, woven garment of different lead time, **7.** **Sample:** Definition, sequence of sampling, Discussion on different types of sample, functions of different types of sample**,** sample tag, **8.** **Pre Shipment Inspection (PSI):** Pre-Shipment Inspection (PSI), Defect types, AQL, AQL Chart, Areas Checked in PSI, Selection of Carton and Garment, Selection of garments from different colors and sizes, Inspection Certificate (IC), etc.  |
| **3. Course Learning Outcomes (CO):** At the end of the course, the students will be able to- |
| **CO 1** | Explain supply chain of apparel, flow chart of production merchandising, responsibilities and function of a merchandiser  |
| **CO 2** | Develop an order sheet for garment product. |
| **CO 3** | Choose suitable L/C, order type and identify the required papers for negotiation |
| **CO 4** | Assess the required quantity of raw materials and the price of the complete garments |
| **CO 5** | Choose suitable sampling procedure, Time and Action (TNA) plan and quality level for a specific order of a garments  |
| **4. Mapping/Alignment of CLOs/COs with Program Learning Outcomes (PO):** |
|  | PO (a) | PO (b) | PO (c) | PO (d) | PO (e) | PO (f) | PO (g) | PO (h) | PO (i) | PO (j) | PO (k) | PO (l) |
| **CO 1** |  | √ |  |  |  |  |  |  |  |  |  |  |
| **CO 2** |  |  | √ |  |  |  |  |  |  |  |  |  |
| **CO 3** |  | √ |  |  |  |  |  |  |  |  |  |  |
| **CO 4** |  |  |  | √ |  |  |  |  |  |  |  |  |
| **CO 5** |  |  | √ |  |  |  |  |  |  |  |  |  |

**Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning & Assessment Strategy**

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| Course Learning Outcomes (CLO) | Teaching Learning Strategy | Assessment Strategy |
| CLO 1 | Lecture, Group Study, Discussion | Midterm |
| CLO 2 | Lecture, Group Study, Discussion | Midterm  |
| CLO 3 | Lecture, Group Study, Discussion | Midterm & Final Exam |
| CLO 4 | Lecture, Group Study, Discussion | Final Exam |
| CLO 5 | Lecture, Group Study, Discussion | Final Exam |

**Part B- Content of the Course**

**5. Topics to be covered/Content of the course**

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| **Topics and Contents** | **Time Frame/Session** | **Specific Outcome** *(What students will achieve in terms of Knowledge, Skills and Abilities, KSA)* | **Teaching Strategies and Suggested Activities** *(in relation to each topic or lesson)* | **Teaching Aids/Tools/Materials** *(Books, Online Resources, Multi Media, Pictures, Reports, Charts, Newspapers, handouts, etc.)* | **Assessment Technique** | **Alignment with COs** |
| **1. Introduction and Overview of the Course**  | Week 1 (Session 1) | a) To build rapport among students, b) To introduce each other, c) To identify the course expectations, d) To summarize general information about the course and its completion, e) To understand different components of the course outline. | Discussion, Ice Breaking Tools | White Board, MMP, Video, Images, Online Platform, Ice Breaking Tools | Quiz game | - |
| **2.** **Introduction of Merchandising:**  Apparel supply chain, Introduction of different types of merchandising emphasizing on production merchandising, Flow Chart of merchandising and highlights on major merchandising activities, Functions of merchandising, Basic qualities of a merchandiser, Types of packing, Golden rules for merchandising, Organogram of merchandising, Major buyers of Bangladeshi RMG) | Week 1 - 2(Session 2- 6) | a) Identify the length of the apparel supply chain, b) Identify the flow chart of merchandising, c) Explain the functions of merchandising chronologically, d) Identify the positions of employees working in merchandising, e) Identify the major apparel importers of Bangladeshi readymade garments (RMG)  | Lecture, Group Study, Discussion | White Board, MMP, Video, Images, Online Platform  | Quiz, Question Answer, Interactive Video with Question | CLO 1 |
| **3. Study of an Order Sheet:** (Study of an order sheet of any renowned buyer including product specification sheet (PSS), Discussion on the characteristics/information available on the Purchase Order (PO) and Product Specification Sheet (PSS), Study of soft copy of order sheets of other customers.) | Week 3 (Session 7-9) | a) Find out the information available in a specific order sheet, b) Identify the information that are not available in an order sheet, c) Sort out the activities required to complete of an order, d) Make use of the information of order sheet in garment manufacturing, e) Determine the types of raw materials required for completing an order, f) Design an order sheet for a garment product | Lecture, Group Study, Discussion | White Board, MMP, Video, Online Platform | Quiz, Question Answer, Interactive Video with Question | CLO 2 |
| **Class Test-1 and Problem Solving:** (Contents: All the contents of basic concept of apparel merchandising) | Week 4 (Session 10) |  a) To learn how to answer questions of various form. | Lecture, Q & A, multimedia  | White Board, MMP, Video, Online Platform | MCQ, True/False, Fill in the Blank, Conceptual short question, Case study | - |
| **4. Commercial Activities:** (L/C, Process flow index of L/C, Check list for master L/C, Types of L/C, Study on the sample copy of documents required for negotiation, Incoterms used in garment trade, FOB and other types of garment order) | Week 4-5 (Session 11-15) | a) Compare what types of L/C and order will be suitable for business, b) Check a master L/C, c) Prepare/collect some of the documents, d) Choose what type of order is suitable, e) Identify the activities for completing an order.  | Lecture, Group Study, Discussion | White Board, MMP, Video, Online Platform | Quiz, Question Answer, Interactive video with question, Assignment | CLO 3 |
| **5. Consumption and Costing:** (Calculating Consumption of knit T-shirt, Woven shirt and Pants, Costing of knit and woven products, Price quotation with format) | Week 6-7 (Session 16-21) | a) Calculate required fabric from a specification, b) Compute the price for a specific garment product | Discussion, Question Answer | White Board, MMP, Video, Online Platform | Quiz, Question Answer, Interactive Video with Question | CLO 4 |
| **Class Test-2 and Problem Solving:** (Contents: All the contents of commercial activities and consumption and costing) | Week 8 (Session 22) |  a) To learn how to answer questions of various form. | Lecture, Q & A, multimedia  | White Board, MMP, Video, Online Platform | MCQ, True/False, Fill in the Blank, Conceptual short question, Case study | - |
| **Review on Mid Term** | Week 8 (Session 23) | a) To review the contents of mid-term examination, b) To solve questions of different years | Lecture, Q & A, multimedia | White Board, MMP | Quiz, Question Answer | - |
| **Mid Term Examination** | Week 9-10 | - | - | - | - | - |
| **6.** **Time and Action (TNA) Plan: (**Definition, Lead time, Study on TNA for knit, woven garment of different lead time) | Week 11 (Session 24-26) | a) Make a chronological plan of action for a specific order, b) Assess the necessity of revise a plan, c) Identify the activities that requires to complete a garments order | Lecture, Group Study, Discussion | White Board, MMP, Video, Online Platform | Quiz, Question Answer, Interactive video with question | CLO 5 |
| **7.** **Sample: (**Definition, sequence of sampling, Discussion on different types of sample, , functions of different types of sample**,** sample tag) | Week 12-13 (Session 27-32) | a) Build a ‘sample plan’ to make and deliver the sample, b) Identify the responsibilities of the sample section, c) Assess the quality of a sample garment, d) Select the materials (actual/available) of a specific sample | Lecture, Group Study, Discussion | White Board, MMP, Online Platform, Test Reports | Quiz, Question Answer**(Class Test 3)** | CLO 5 |
| **Class Test-3 and Problem Solving:** (Contents: All the contents of TNA and Sample) | Week 14 (Session 33) |  a) To learn how to answer questions of various form. | Lecture, Q & A, multimedia  | White Board, MMP, Video, Online Platform | MCQ, True/False, Fill in the Blank, Conceptual short question, Case study | - |
| **8.** **Pre Shipment Inspection (PSI):** (Pre-Shipment Inspection (PSI), Defect types, AQL, AQL Chart, Areas Checked in PSI, Selection of Carton and Garment, Selection of garments from different colors and sizes, Inspection Certificate (IC), etc. ) | Week 14-15(Session 35-39) | a) Identify and categories different types of defects found in garment, b) Select the sample from a lot, c) Assess the quality of a lot of garment product, d) Choose whether a lot of garment is acceptable or not | Lecture, Group Study, Discussion | White Board, MMP, Online Platform, Test Reports | Quiz, Question Answer, Interactive Video with Question, | CLO 5 |
| **Class Test-4 and Problem Solving:** (Contents: All the contents of Pre Shipment inspection and related study on recent development) | Week 15 (Session 40) |  a) To learn how to answer questions of various form | Lecture, Q & A, multimedia  | White Board, MMP, Video, Online Platform | MCQ, True/False, Fill in the Blank, Conceptual short question, Case study | - |
| **Presentation****Topic**: Prepare an **order sheet** considering yourself a buyer. All the information have to be included that a producer may require in completion his/her part of the tasks of total supply chain.  | Week 16-17 (Session 41-46) | a) Determine and develop personal presentation style, b) Find ways to overcome nervousness for presentation, c) Recognize presentation weak spots and areas for improvement, d. Learn, practice and acquire the skills necessary to deliver effective, presentation with clarity and impact | Question Answer | White Board, MMP, Online Platform | Based on the rubrics of presentation | CLO 2 |
| **Review on Final Examination** | Week 18 (Session 47) | a) To review the contents of mid-term examination, b) To solve questions of different years | Discussion, Question Answer | White Board, MMP | Quiz, Question Answer | - |
| **Class Party and Preparatory Leave** | Week 18 | - | - | - | - | - |
| **Final Examination** | Week 19-20 | - | - | - | - | - |

**Part C- Assessment and Evaluation**

**6. Assessment Pattern**

**a) Class Tests**

Altogether 4 class tests may be taken during the semester, 2 class tests will be taken before midterm and 2 class tests will be taken for final term. Out of 4 class tests best 3 class tests will be counted. No makeup class tests will be taken. Students are strongly recommended to participate in all class tests. Class tests will be based on short question, fill in the blanks, MCQ, True/False, mathematical problems and scheduled in class time.

**b) Assignment and Presentation**

The students are expected to complete their assignment of this course individually. The assignment of this course is to prepare an order sheet considering that the student is customer of a specific garments. An assignment is expected to answer all the questions that a garment producer may require.

The topic will be assigned as assignment during the class which they have to prepare at home and will submit on or before the due date. No late submission of assignments will be accepted. Students will have to do the presentation on the given topic as assignment. The details of assignment and presentation is given below-

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| **Sl. No.** | **Type of Assignment and Presentation** | **Submission Date** | **Contents of Assignment** | **Contents of Presentation** |
| **1.** | Create an order sheet for a specific garments | Before 15 days of final examination | Name of Customer, Style number/P.O. number/ Item number, Season and year, Details of designer, Order quantity, Size range of the product, Size and Color Break Down, Packing Type and ratio, Fabric details (GSM and types in knit garment and construction and type for woven garment), Measurement sheet with pictorial description, Stitching detail, [Accessories](https://elearn.daffodilvarsity.edu.bd/mod/resource/view.php?id=47024) details, Details of samples and their destination, Packing details and Quantity per carton, Details of Shipping Marks and Carton Marks, Warehouse address/Details of Destinations, Details of folding, Details of printing, Details of washing, Details of Freight forwarder and freight payment terms, Details of Lab test requirement and testing Organization, Details of Inspection and Quality level (AQL), etc. | **Duration:** 3-7 minutes**a) PPT slides****Contents:** All the important areas of prepared order sheet.  2. May use any table to describe order sheet, use only points with minimum words3. May use diagram, sketch, video, image to describe the order sheet |

**CIE- Continuous Internal Evaluation (35 Marks):**

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| **Bloom’s Category Marks (out of 35)** | **Class Tests****(15)** | **Assignments****(5)** | **Presentation****(08)** | **Class Attendance****(07)** |
| Remember | 3 |  |  | Students will be awarded for full marks if attend all classes  |
| Understand | 3 |  | 2 |
| Apply | 3 |  | 2 |
| Analyze | 2 |  | 2 |
| Evaluate | 2 |  | 2 |
| Create | 2 | 5 |  |

**SMEE- Semester Mid and End Examination (65 Marks):**

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| --- | --- |
| **Bloom’s Category**  | **Tests** |
| Remember | 10 |
| Understand | 10 |
| Apply | 10 |
| Analyze | 12.5 |
| Evaluate | 12.5 |
| Create | 10 |

**7. Assessment and Evaluation**

Grades will be calculated as per the university grading structure and individual student will be evaluated based on the following criteria with respective weights.

1. Class Tests-15%

2. Assignment-5%

3. Presentation-8%

4. Class Attendance-7%

5. Mid Term Examination-25%

6. Final Examination-40%

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**Total-100%**

**Part D-Learning Resources**

**8. Textbook**

1. Garment Merchandising by Prof. M. A. Kashem

2. Garment and Textile Merchandising by M.A. Razzaque.

**Reference Books and Materials:**

* Quality Management in Apparel Industry by Engr. A.J.S. M. Khaled.
* Managing Quality in Apparel Industry by Pradip V. Mehta and Satish K. Bhardwaj
* How to be a Smarter Merchandiser By Conway Liu.
* Know About Threads – Cotton, Silk and Synthetics – Manufacture and Uses Published by Mahajan Publishers Private Limited.
* Dr. Subrata Das: Product Safety and Restricted Substances in Apparel – WPI Publications.