

GUJARAT TECHNOLOGICAL UNIVERSITY (GTU)
Competency-focused Outcome-based Green Curriculum-2021 (COGC-2021)
6th – Semester

Course Title: **Fashion studies & Merchandising**
(Course Code: 4365904)

Diploma programme in which this course is offered	Semester in which offered
Textile Designing	Sixth

1. RATIONALE

Fashion studies and merchandising play a crucial role in the dynamic world of fashion. Fashion merchandising is like the strategic brain behind the glamour of the fashion industry. It is the strategic engine that propels the fashion industry forward, ensuring that creativity meets commerce in the most stylish way possible.

2. COMPETENCY

The purpose of this course is to help the student to attain the following industry identified competency through various teaching learning experiences.

Ability to forecast fashion trends and make informed decisions about buying, pricing, and promotion of the fashion garments

3. COURSE OUTCOMES (COs)

The practical exercises, the underpinning knowledge and the relevant soft skills associated with this competency are to be developed in the student to display the following COs:

- a) Develop a comprehensive understanding of the global fashion industry, including its history, current trends, and future projections.
- b) Analyze and comprehend consumer behavior in the context of fashion, including factors influencing purchasing decisions and market trends.
- c) Develop skills in merchandising, including product selection, assortment planning, and inventory management.
- d) Create an awareness of ethical and sustainable practices in the fashion industry, encouraging responsible decision-making and social responsibility.

4. TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (CI+T/2+P/2)	Examination Scheme				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	CA	ESE	CA	ESE	
3	-	4	5	30*	70	50	50	200

(*): Out of 30 marks under the theory CA, 10 marks are for assessment of the micro-project to facilitate integration of COs and the remaining 20 marks is the average of 2 tests to be taken during the semester for assessing the attainment of the cognitive domain UOs required for the attainment of the COs.

Legends: *L*-Lecture; *T* – Tutorial/Teacher Guided Theory Practice; *P* -Practical; *C* – Credit, *CA* - Continuous Assessment; *ESE* -End Semester Examination.

5. SUGGESTED PRACTICAL EXERCISES

The following practical outcomes (PrOs) are the sub-components of the COs. These PrOs need to be attained to achieve the Cos.

S. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
1.	Calculate Inventory of a Particular Garment in fashion Store	IV	04
2.	Study Local fashion retail store, analyze its layout & make calculation for best fitment .	IV	04
3.	Design E-commerce strategies of a fashion brand, considering aspects such as website design, user experience, and online marketing.	V	04
4.	Find out retail pricing to be kept for a garment keeping profit margins,	V	04
5.	Design a event planning, coordination, and execution within the fashion industry.	V	04
6.	Design a existing fashion brand, including logo design, brand message, and promotional materials.	V	04
7.	Design a strategic buying, negotiation for a fashion house	V	04
8.	Simulate a fashion buying scenario where students act as buyers for a retail store and make purchasing decisions based on market trends, budget constraints, and target	V	04
9.	Design a visual merchandising display for a specific fashion product or collection	VI	04
10.	Develop a plan for Branding in creating a distinct identity and attracting target consumers.	IV	04
11.	Conduct market research to identify current fashion trends and consumer preferences.	I	04
12.	Calculate inventory turnover for a Fashion House.	IV	04
13.	Calculate sales forecasting for Night Gown in a Wedding Season	II	04

14.	Analyze case studies of successful and unsuccessful fashion merchandising strategies.	IV	04
	Total		56

Note

- i. More **Practical Exercises** can be designed and offered by the respective course teacher to develop the industry relevant skills/outcomes to match the COs. The above table is only a suggestive list.
- ii. The following are some **sample** 'Process' and 'Product' related skills (more may be added/deleted depending on the course) that occur in the above listed **Practical Exercises** of this course required which are embedded in the COs and ultimately the competency..

S. No.	Sample Performance Indicators for the PrOs	Weightage in %
1	Students' understanding and mastery indifferent type of drawing & sketching	20
2	Implementation of various techniques used to create different type of texture, painting.	20
3	Willingness and attitude to complete different assignment	10
4	Initiative regarding innovative way to complete the assignment	20
5	Overall preparedness and progress during the assignment.	30
	Total	100

6. MAJOR EQUIPMENT/ INSTRUMENTS AND SOFTWARE REQUIRED

These major equipment with broad specifications for the PrOs is a guide to procure them by the administrators to usher in uniformity of practical in all institutions across the state.

S. No.	Equipment Name with Broad Specifications	PrO. No.
1	- Nil-	1 to 14
2	- Nil-	1 to 14

7. AFFECTIVE DOMAIN OUTCOMES

The following **sample** Affective Domain Outcomes (ADOs) are embedded in many of the above mentioned COs and PrOs. More could be added to fulfil the development of this course competency.

- a) Follow safety practices.
- b) Practice good housekeeping.
- c) Demonstrate working as a leader/a team member.
- d) Maintain tools and equipment
- e) Follow ethical practices.

The ADOs are best developed through the laboratory/field based exercises. Moreover, the level of achievement of the ADOs according to Krathwohl's 'Affective Domain Taxonomy' should gradually increase as planned below:

- i. 'Valuing Level' in 1st year

- ii. 'Organization Level' in 2nd year.
- iii. 'Characterization Level' in 3rd year.

8. UNDERPINNING THEORY

The major underpinning theory is given below based on the higher level UOs of *Revised Bloom's taxonomy* that are formulated for development of the COs and competency. If required, more such UOs could be included by the course teacher to focus on attainment of COs and competency.

Unit	Unit Outcomes (UOs) (4 to 6 UOs at different levels)	Topics and Sub-topics
Unit – I Introduction to Fashion Merchandising	1a. Understand principle of Fashion Retailing 1b. Understand Fashion, Business and Product 1c. Activities of Buying and Merchandising 1d. Organizing Buying and Merchandising	1.1 Fashion Merchandising 1.2 Scope of Merchandising 1.3 Terminology of Fashion Merchandising 1.4 Types of Merchandising 1.5 Retailing From Consumption To Consumerism 1.6 Structure of Buying and Merchandising
Unit – II Product Development	2a. Understand the Fashion Retailing 2b. Understand Role of Product Within a Fashion Business 2c. Understand Fashion, Business and Product 2d. Organizing Buying and Merchandising 2e. Understand the Case Study in Fashion Merchandising	2.1. Introduction 2.2. Initial Approaches to Understanding a Business 2.3. Product Design and Manufacturing 2.4. Product Analysis 2.5. Setting a Budgeting Strategy 2.6. Prentice Day Menswear Case Study
Unit – III Pricing And Sourcing	3a. Understand the importance of Pricing & Sourcing the Garment 3b. Understand the use of Budgeting in fashion Merchandising 3c. Understand Open-to-Buy in fashion Merchandising 3d. Understand Sizing, Deliveries and Allocation in fashion Merchandising	3.1 Introduction 3.2 What Is Open-to-Buy 3.3 Creating an Open-to-Buy Budget 3.4 Sales Turnover Budgeting 3.5 Markdown Spend Budgeting 3.6 Stock Target Budgeting
Unit– IV Modern Trading Environment	3a. Understand Merchandising as a global Perspective 3b. Understand E –commerce & Merchandiser Role 3c. Understand buying, merchandising & supply chain Management 3d. Understand competitive shopping	4.1 Introduction 4.2 E-Commerce and Buying And Merchandising 4.3 E-Commerce and Competitive Shopping 4.4 Supply Chain Management 4.5 Fashion Supply Chain Planning 4.6 Planning Tools to Support the Supply of Product 4.7 Globalization and the Supply Chain

Unit	Unit Outcomes (UOs) (4 to 6 UOs at different levels)	Topics and Sub-topics
Unit- V Merchandiser and the Supply Chain	5a. Understand Fashion marketing planning 5b. Understand Fashion Marketing Strategies 5c. Understand Fashion Product and Development 5d. Understand Research and Analysis in fashion Merchandising	5.1 Objectives 5.2 Planning Process 5.3 SWOT Analysis 5.4 Product Mix and Range Planning. 5.5 Market Research and Analysis 5.6 Advertising & Media Planning 5.6 Planning of Fashion Show

Note: The Unit Outcomes (UOs) need to be formulated at different level of Revised Bloom's Taxonomy' to accelerate the attainment of the COs and the competency.

9. SUGGESTED SPECIFICATION TABLE FOR QUESTION PAPER DESIGN

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total Marks
I	Introduction to fashion Merchandising	06	2	6	6	14
II	Product Development	08	2	6	6	14
III	Pricing And Sourcing	08	2	6	6	14
IV	Modern Trading Environment	10	2	6	6	14
V	Merchandiser and the Supply Chain	10	2	6	6	14
Total		42	10	30	30	70

Legends: R=Remember, U=Understand, A=Apply and above (Revised Bloom's taxonomy)

Note: This specification table provides general guidelines to assist students for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels (of R, U and A) in the question paper may slightly vary from above table.

10. SUGGESTED STUDENT ACTIVITIES

Other than the classroom and laboratory learning, following are the suggested student-related **co-curricular** activities which can be undertaken to accelerate the attainment of the various outcomes in this course: Students should perform following activities in group and prepare reports of about 5 pages for each activity. They should also collect/record physical evidences for their (student's) portfolio which may be useful for their placement interviews:

- Prepare specification of Any renowned Brand Garment
- Undertake micro-projects in teams
- Present seminar on importance of Fashion Merchandiser
- Visit any Garment Shop to understand the core concept of Stock Planning

11. SUGGESTED SPECIAL INSTRUCTIONAL STRATEGIES (if any)

These are sample strategies, which the teacher can use to accelerate the attainment of the various outcomes in this course:

- a) Massive open online courses (**MOOCs**) may be used to teach various topics/sub topics.
- b) Guide student(s) to take micro-projects.
- c) Blend the basic concepts with more specialized instruction
- d) Visualization, Cooperative Learning, inquiry based instruction, differentiation, effective use of technology, think-pair and share etc pedagogies can be implemented as per the enlisted course outcomes.
- e) Give at least 10 competitive problems for each course outcomes of this course
- f) Practice, practice and practice - expose students to wide range of problems
- g) About **20% of the topics/sub-topics** which are relatively simpler or descriptive in nature is to be given to the students for **self-learning**, but to be assessed using different assessment methods.
- h) With respect to **section No.10**, teachers need to ensure to create opportunities and provisions for **co-curricular activities**.
- i) Guide students on how to address issues on environment and sustainability using the knowledge of this course

12. SUGGESTED MICRO-PROJECTS

Only one micro-project is planned to be undertaken by a student that needs to be assigned to him/her in the beginning of the semester. In the first four semesters, the micro-project are group-based (group of 3 to 5). However, **in the fifth and sixth semesters**, the number of students in the group should **not exceed three**.

The micro-project could be industry application based, internet-based, workshop-based, laboratory-based or field-based. Each micro-project should encompass two or more COs which are in fact, an integration of PrOs, UOs and ADOs. Each student will have to maintain dated work diary consisting of individual contribution in the project work and give a seminar presentation of it before submission. The duration of the microproject should be about **14-16 (fourteen to sixteen) student engagement hours** during the course. The students ought to submit micro-project by the end of the semester to develop the industry-oriented COs.

A suggestive list of micro-projects is given here. This has to match the competency and the COs. Similar micro-projects could be added by the concerned course teacher:

Suggested List of Micro-Project.

1. Visit to a Fashion Store
2. Identify key competitors
3. Analyze the target Customer
4. Develop a strategy to engage with the online community
5. Plan and execute promotional campaigns for the Fashion House

13. SUGGESTED LEARNING RESOURCES

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Fashion Merchandising Principles and Practice	James Clark	RED GLOBE PRESS , London ISBN 978-1-352-01110-4
2	Fashion Marketing,	Mike Easey	Blackwell Publishing, 2009
3	Marketing The Basics	Karl Moore and Niketh Pareek	Routledge Publications, 2010
4	Fashion Collections: Product Development and Merchandising	Nicola Misani & Paola Varacca Capello	EGEA Spa - Bocconi University Press , 2017 ISBN-13 : 978-8885486218
5	E-Commerce & Retail Merchandising	Business Reference Guide	Salem Press , 2014 ISBN-13 : 978-0824214043
6	Merchandising of Fashion Products	Doris H Kincade Fay Y. Gibson	Pearson Education India ,2009 ISBN: 978-8131730966

14. SUGGESTED LEARNING WEBSITES

- <https://textilelearner.net/fashion-show-types/>
- <https://adespresso.com/blog/fashion-marketing-strategies/>
- <https://www.businessoffashion.com/education>
- <https://www.iiad.edu.in/the-circle/what-is-fashion-merchandising/>
- <https://www.ecwid.com/blog/what-is-fashion-merchandising.html>
- <https://www.wallstreetmojo.com/merchandising/>
- <https://jdinstitute.co/different-types-of-merchandisers-in-fashion/>

h) 15. PO-COMPETENCY-CO MAPPING

Semester 6th	Fashion studies & Merchandising (Course Code:4365904)						
	POs						
Competency & Course Outcomes	PO 1 Basic & Discipline specific knowledge	PO 2 Problem Analysis	PO 3 Design/development of solutions	PO 4 Engineering Tools, Experimentation&Testing	PO 5 Engineering practices for society, sustainability & environment	PO 6 Project Management	PO 7 Life-long learning
Ability to forecast fashion trends and make informed decisions about buying, pricing, and promotion of the fashion garments							
Course Outcomes							
CO a)	3	2	3	1	-	2	3
CO b)	3	2	3	1	-	2	3
CO c)	3	2	2	-	-	2	3
CO d)	3	2	3	-	2	2	3

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

16. COURSE CURRICULUM DEVELOPMENT COMMITTEE

GTU Resource Persons

Sr. No.	Name and Designation	Institute	Contact No.	Email
1.	Mr. S B Goswami, Lecturer	GPG Surat	9377568889	goswami.shailesh@gmail.com
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