

DEPARTMENT OF BUSINESS ADMINISTRATION SONARGAON UNIVERSITY (SU), DHAKA

FACULTY: FACULTY OF BUSINESS

PROGRAM: MBA in Apparel Merchandising (MAM)

PROPOSED REVISED OBE SYLLABUS

By Departmental Syllabus Committee and recommended by
24th Academic Council (dated: 16-06-2022) for the approval of UGC

Duration (minimum): 2-Year (4 Semesters)

Maximum Period of Completion for the Program: 3 (six) Years

Admission Requirements: SU-rules or as suggested by UGC

Academic Calendar:

The academic year shall be divided into two regular Semesters (1st/Spring and 2nd/Fall Semesters), each ordinarily having duration of not less than 14 (fourteen) weeks of classes. There shall be a Mid-Semester Examination at about middle of each Semester and a Semester Final Examination at the end of each Semester. The examination will be conducted as per Academic regulations.

Guide line for Classes and Examinations in a Semester:

Total Class in a Semester = 14 weeks

Recess before Mid-Semester and Semester Final Exams. = 2 weeks

Time for Mid-Semester and Semester Final Exams. = about 4 weeks

Publication of Results + Inter-Semester Recess = 2 weeks

Minimum Requirements for the Degree:

- (i) Completion of 60.00 credits.
- (ii) Passing all courses individually and maintaining min. CGPA of 2.25 out of 4.00.

Evaluation System:

Continuous Assessment	= 30%
Mid-Semester Exam.	= 30%
Semester Final Exam.	= 40%

Continuous Assessment = Class Tests + Assignments/Quiz + Attendance and Class Performance.

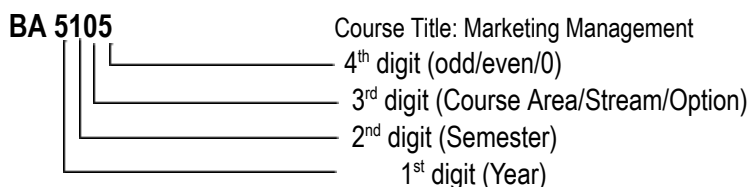
Numerical grade	Letter Grade	Grade point
80% or above	A+ (A plus)	4.00
75% to less than 80%	A	3.75
70% to less than 75%	A- (A minus)	3.50
65% to less than 70%	B+ (B plus)	3.25
60% to less than 65%	B	3.00
55% to less than 60%	B- (B minus)	2.75
50% to less than 55%	C+ (C plus)	2.50
45% to less than 50%	C	2.25
40% to less than 45 %	D	2.00
Less than 40%	F	0.00

Course Designation and Course Code Numbering Systems:

Each course is designated by a two to four letter code (e.g. BA, FDT, AMT, CE, EEE, ME, CSE, Arch, NAME, LAW, Hum, Math, Chem, Phy, Ban, etc.) identifying the course offering department or program followed by a four-digit number with the following criteria:

- (i) BA defines the departmental identification code (Business Administration).
- (ii) The first digit will correspond to the Year (e.g. 1 for 1st year, 2 for 2nd year etc.) in which the students normally take the course.
- (iii) The second digit will correspond to the Semester (1 for 1st semester and 2 for 2nd semester) in which the course is normally taken by the students.
- (iv) The third digit will correspond the departmental course of any area/stream.
- (v) The fourth or last digit designates the course type (odd digit for theory, even digit for sessional/design studio and 0 digit for the sessional course without theory course. If there are no sessional courses, then both odd and even digits can be used for theory courses).
- (vi) There is a blank space between departmental code BA and first digit.

Example for a Typical Course Code No.:



N.B.:

- (1) Project & Thesis/Thesis/Dissertation course shall be designated by the departmental identification code followed by 5400 (viz. MAM 5400) for 2-year MBA in Apparel Merchandising (MAM) applicable for last semesters as per rules of UGC/BAC (Bangladesh Accreditation Council). For other Programs, the course code no. and placement of this course in syllabus should be fixed as per rules of UGC/BAC.
- (2) Teaching for the courses is reckoned in credits and the credits allotted to various courses will be determined by the ACUG (Academic Committee of Undergraduate) with the following guidelines:

Sl.	Type of Course	Contact Hour/week	Credit
(i)	Theory/Lecture (Taught)/ Seminar (Discussion)	1.0	1.00
(ii)	Tutorial/ Practice/Technical Systems	1.0	1.00
(iii)	Independent Lab/Sessional/Design/ Special Study	1.5	0.75
	Elective (Studio)	2.0	1.00
(iv)	Project & Thesis/Thesis/ Dissertation	2.0	1.00
(v)	Design Studio	1.5	1.00
(vi)	Field Work/Field Survey	2 weeks of field work	1.00
(vii)	Industrial Attachment (after completed all courses)	One to Three months	As per approved by UGC
(viii)	Internship (after completed all courses)	As per approved by UGC	As per approved by UGC
(ix)	Internship (within study period) #	As per approved by UGC	Non-credit (For B. Arch)

N.B.: 1.0 contact hour = Lecture of 50 minutes.

For B. Arch.: Internship will start only after successful completion of 3rd year under a full IAB member or one recognized by the national architectural professional body in a foreign nation. Here total 40 contact hours = 7.5 weeks.

Outcome-Based Curriculum

Part A

1. Title of the Academic Program: MBA in Apparel Merchandising (MAM)

2. Name of the University: Sonargaon University (SU)

3. Vision of the University:

To become a Center of Excellence comparable to the best in the world for producing professionals who shall be leaders in technology, innovation, entrepreneurship and management.

4. Mission of the University:

Mission 1: The Sonargaon University's mission as a young research university is to achieve the highest standards of international excellence in research and teaching, while also fully meeting its distinctive responsibilities as the country's sole private institution of higher education.

Mission 2: The University students and staff have the opportunity to develop the skills, judgement and independence necessary to be engaged citizens and to assume active leadership roles in societal and economic life.

Mission 3: The production of knowledge, which will always remain the prime mission of a university, implies creativity enhancing conditions allowing a focus on the essentials, as it needs the freedom to experiment and to devise innovative, special and disruptive solutions.

Mission 4: It provides a unique forum for the development of the cultural, political and social dialogues that are the lifeblood of a mature democracy.

Mission 5: The University develops activities in fields that contribute to priority areas of national social and economic development, for the benefit of the competitiveness of Bangladesh.

5. Name of the Program Offering Entity: MBA in Apparel Merchandising (MAM),
Faculty of Business

6. Vision of the Program Offering Entity:

The readymade Garment industry (RMG) is one of the largest sectors in Bangladesh which earns more than 80% of total export and earns foreign currency, Bangladesh exports garments to more than 40 countries. That's why RMG sector considered one of the best and promising industries today and as a career in textile and fashion marketing has become famous among creative minds and considered to be a glamorous field. However, it is a demanding sector, as one need to be creative, and possess

good managerial skills too. The Department of Business Administration ensures and prepares students for entrepreneurship in the Apparel business or start career in the highly competitive RMG sector by ensuring the student have the necessary knowledge of creativity, technical, production, academic, managerial and communication skills.

The program gives students the creative, technical, ethical, and professional skills needed to succeed in the challenging ready-made garment (RMG) industries in Bangladesh. By the end of the program students are furnished with the academic, practical knowledge and as well as full of confidence. Therefore, the program MBA in Apparel Merchandising (MAM) “Sonargaon University” has very specific vision which is described below:

Vision: To become a leading figure by absorbing real time business education and remain as a center of excellence in apparel business, apparel merchandising, consultancy, research and development, sustainable growth in entrepreneurship along with practical learning. Also, to ensure professional education and technically sound human resources for the national and international fashion market and wide range of readymade garment industries in domestic as well as around the globe.

Mission of the Program Offering Entity:

MBA in Apparel Merchandising (MAM) provides an educational, professional, and intellectual experience that enables a diverse body of faculty, staff, students, and alumni, to contribute to the society through teaching, research, practice, and service.

The mission of the program “MBA in Apparel Merchandising (MAM)” is to develop highly competent professionals, preparing them for mid to advanced-level positions in the fashion industry after post-graduation and they will be engage in life-long learning, and social leadership. The Department is dedicated to provide a learning environment that emphasizes open-ended merchandising and marketing studies, problem-solving skills, team work, communication, and leadership skills.

Our faculties work together within the department, and other departments in the University, to provide multidisciplinary opportunities for both students and faculties. The Department of Business Administration Constantly strives to provide In-depth marketing knowledge to its students so that they add value to the existing creative apparel business arena. The faculty members are committed to increasing and improving the quality of our students.

The Department is committed to prepare its students for immediate entry into the readymade garments industries. The department will work with industries and worldwide to help address key challenges, build an even stronger culture of innovation and entrepreneurship and establish collaborations that translate professional creative ideas into action. We are committed to deliver through our teaching learning process the richness of multidisciplinary and creative smart

merchandising knowledge in a way where professions and social commitments will be the corner stone for our students. We have made it our mission to transfer this know-how to younger generations, to draw out their professional activities and creativity, teaching them the best methods and practices in the luxury sector in general, and particularly in the fashion sector.

The Department offers a degree leading to MBA in Apparel Merchandising (MAM) and provides basic courses in all of the following areas:

1. Apparel Merchandising
2. Marketing
3. Apparel Manufacture & Technology
4. Apparel Business Studies
5. Apparel production studies
6. Textile Engineering

In addition, advanced courses in the above areas are offered as compulsory.

The department also encourages extracurricular activities and has established clubs to create the space for them to explore their inner ingenuity. The university also offers training courses for the students to enable them to know more software outside their curriculum.

7. Objectives of the Program Offering Entity:

- MBA in Apparel Merchandising (MAM) ensures and prepares students for entrepreneurship in the Apparel business or starting a career in the highly competitive RMG sector by ensuring that the students have the necessary knowledge of apparel merchandising, fashion marketing, fashion creativity, technical, production, and academic managerial and communication skills.
- The program gives students the creative, technical, ethical, and professional skills needed to succeed in the apparel merchandising field in the RMG industries in Bangladesh. By the end of the program, students will be furnished with the theory and practical knowledge and as well as full of confidence.
- Students will be able to work in the Apparel industry in different high-level posts or work as fashion professionals with their own label. They will be our leaders of our society that are prepared to encounter 21st-century challenges in a worldwide economy.

8. Name of Degree: MBA in Apparel Merchandising (MAM)

9. Description of the Program

MBA in Apparel Merchandising (MAM) offers a two-year post-graduate program titled Master of Business Administration (MBA.) in MBA in Apparel Merchandising (MAM). The program will make the students capable of identifying, formulating, and solving apparel merchandising and marketing, apparel manufacturing management-related problems that meet specified performance, cost, time, safety, and other quality needs and objectives with professional and ethical responsibility. This program also emphasizes industry and research-based projects, which would enhance their skills to become successful professionals for holistic development in the fashion industry.

Graduate Attributes

Graduate Attributes related to core knowledge:

- Fashion design and technology knowledge
- Visualize the Market Needs
- Managing the design process from concept to garment
- Understand the Fashion market Trends
- Research and development
- In-Depth Knowledge of Fabrics and Sourcing of clothing materials

Graduate Attributes related to Skills:

- Modern tools/machine and technology usage
- Sewing and creating physical pieces
- Understanding Managerial, Commercial and Marketing Strategies
- Strong Communication Skills
- Computer Skills and Knowledge
- Good Sense of Color

Graduate Attributes related to behavior

- Ethics
- Environment and sustainability
- Care for the Environmental and Social Impact of Fashion
- The fashion industry and society
- Individual and team work
- Lifelong learning

10. Program Educational Objectives (PEOs)

PEO 1: Prepare our students to achieve conceptualize, critically analyze, research, and acquire In-depth knowledge of apparel merchandising and marketing that reflect creativity and innovation business plan as well as apparel business-related problem-solving abilities.

PEO 2: To make our students develop an understanding of ethical and sustainable principles in fashion design and merchandising considering environmental, social, economic, and political impacts of climate change

PEO 3: To ignite the passion for entrepreneurship in the fashion business & engaged them in the local and international fashion industries.

PEO 4: Prepare our students to have lifelong learning and advanced knowledge. Deliver innovative ideas that will bring solutions to any unwanted crisis in the most effective time with maximum professional accuracy.

11. Program Learning Outcomes (PLOs)

PLO 1: Ability to gather and apply knowledge of apparel business textile and fashion merchandising, marketing management theories and practices to solve business problems.

PLO 2: Ability to Utilize an understanding of the textile and apparel sector's role in the global economy, as well as relevant export-import trade legislation, in anticipating factors and sourcing decisions for textile and apparel materials and end-use products.

PLO 3: Ability to analyze the clothing materials trims and accessories, stitch and seam structures relative to material, garment design, equipment, quality, and cost, Identify and assess the functional, technical, and aesthetic aspects of apparel.

PLO 4: Demonstrate different functions of the merchandising process, including the development of apparel buying plans, promotional materials and events, and sales strategies for multiple retail channels.

PLO 5: Comprehend Consumer behavior and market research, assortment planning, merchandise buying, sales and customer service, advertising and promotion, and cross-discipline knowledge and skills in accounting/budgeting, purchasing, management, and marketing.

PLO 6: Ability to Understand and apply the knowledge, in analyzing and communicating with the global fashion brands, legal, and ethical aspects of the fashion business.

PLO 7: Ability to develop value and technical knowledge-based leadership.

PLO 8: ability to entrepreneurship in RMG Business, Sourcing and Negotiation Techniques, International Trade in Export- Import Management through Electronic Commerce.

PLO 9: Ability to start career as a merchandiser, technical manager and fashion and textile marketing.

PLO 10: Ability to communicate effectively and lead themselves and others in the achievement of apparel merchandising, construction, and production along with quality control.

PLO 11: Utilize information and communication technologies to research, evaluate, create, and communicate information as it relates to fashion design and merchandising concepts at an advanced level.

PLO 12: Ability to engage in lifelong learning, prepare and cope with the up fourth industrial revolution, and present Bangladeshi apparel products & industries to the global apparel market

12. Mapping mission of the university with PEOs

PEOs	Mission 1	Mission 2	Mission 3	Mission 4	Mission 5
PEO 1	√		√		√
PEO 2		√		√	
PEO 3				√	√
PEO 4	√	√			√

13. Mapping PLOs with PEOs

PLOs	PEO 1	PEO 2	PEO 3	PEO 4
PLO 1	√	√		√
PLO 2	√		√	
PLO 3	√	√	√	
PLO 4	√		√	√
PLO 5			√	√
PLO 6	√	√		
PLO 7	√	√		√
PLO 8		√	√	
PLO 9	√		√	
PLO 10	√			√
PLO 11	√		√	√
PLO 12		√	√	√

16. Mapping Courses with the PLOs

Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
TE 5101	Textile Science: Fiber-yarn-Fabric		√			√		√				√	
AMT 5101	Clothing Materials & Production Technology	√		√						√	√	√	
BA 5101	Electronic Commerce	√					√	√	√	√		√	
BA 5103	Management Information System (MIS)	√		√		√			√		√		
BA 5105	Marketing Management	√			√	√			√	√			
AMT 5201	Apparel Merchandising Management		√		√		√				√	√	
AMT 5203	TQM & Compliances		√			√	√	√					
AMT 5205	Entrepreneurship in RMG Business		√			√	√						√
BA 5201	Human Resources Management and Factory Laws	√			√		√				√		√
BA 5203	Financial Accounting	√			√		√		√	√	√		
AMT 5301	CAD Applications in Apparel Industry	√		√				√			√		
TE 5301	Dyeing , Printing and Finishing	√	√	√					√				√
TE 5303	Cut & Sew Knitwear Technology	√	√	√			√						√
AMT 5303	Garments Construction & Engineering	√		√	√	√	√					√	√
AMT 5401	Production and Operation Management	√		√	√						√		√
TE 5401	Fully Fashioned Knitwear	√		√		√			√			√	√
BA 5401	International Trade in Export-Import Management		√	√	√				√				
BA 5403	Fashion Marketing	√		√	√	√				√	√	√	√
MAM 5400	Project & Thesis	√			√	√				√	√	√	
MAM 5002	Industrial Attachment (8 weeks)	√	√	√			√						

Part B

17. Structure of the curriculum:

a) **Duration of the program:** Years: 2

Semester: 4

b) Admission Requirements:

(i) General Academic Qualifications for Admission to Different Departments/Programs:

- A student should have at least second division or minimum GPA 3.00 in both SSC/O-Level or equivalent and HSC/A-Level or equivalent examinations. If minimum GPA is 2.00 in any of the examinations, then total GPA of both SSC/O-Level or equivalent and I-ISC/A-Level or equivalent examinations must be 6.00.

(OR) A student should have 5 (Five) subjects in "O" Level and 2 (Two) subjects in "A" Level. Out of these seven subjects in these two examinations, Grade B or GPA 4.0 in any four subjects and Grade C or GPA 3.50 in other three subjects (using scale of A 5, B = 4, C 3, D = 2, E = 1).

(OR) Minimum CGPA of 2.5 in O-Level in five subjects and A-Level in two subjects separately, according to the scale (A=5, B=4, C=3 and D 2). Subjects with E-grade will not be considered.

(OR) In case of freedom fighter's Quota total GPA in both SSC/O-Level or equivalent and HSC/A-Level or equivalent examinations must be 5.00.

(OR) In case of Music, Fashion Design, Fine Arts, Graphic Design, Library Science and Information program/courses minimum GPA in both SSC/O-Level or equivalent and HSC/A-Level or equivalent examinations must be 2.00.

- Any candidate of Arts and Commerce in HSC/A-level or equivalent will not be allowed to submit application for Engineering and Architecture departments/programs.
- For the programs of Eng. and Arch, the candidates must pass in Physics, Chemistry and Mathematics at HSC/A-level or equivalent examinations.
- Candidate of GED diploma holders will not be allowed for admission.

However, the candidate must also fulfil all other requirements as may be prescribed by the Academic Council on the recommendation of the Admission Committee. In case of confusion regarding the equivalence the case may be referred to Central Equivalence Committee.

(ii) The rules and conditions for admission into different departments/programs shall be framed by the Academic Council on the recommendation of the Admission Committee in each year (if modification is required).

(iii) All candidates for admission in any department/program must be citizens of Bangladesh unless the candidature is against the seats those are reserved for foreign students. Candidates for all seats except the reserved ones, if any, shall be selected on the basis of merit. The rules

for admission into the reserved seats shall be framed by the Academic Council on the recommendation of the Admission Committee.

(iv) No student shall ordinarily be admitted in the first year class after the start of the corresponding classes or after the call goes out for the admission whichever is later. The date of commencement of classes for the newly admitted students will be announced in advance.

(v) Prior to admission to the University every student shall be examined by a competent medical officer as prescribed in the admission rules.

c) Total minimum credit requirement to complete the program: 60.00

d) Total class weeks in a semester: 14

e) Minimum CGPA requirements for graduation: 2.25

f) Maximum academic years of completion: 3

g) Category of Courses:

Categories of Courses	Credits
Textile Engineering	12.00
Apparel Manufacturing & Technology	21.00
Business Administration	21.00
Project & Thesis	03.00
Industrial Attachment	03.00
Total	60.00

18. SEMESTER-WISE SUMMARY OF COURSES TO BE OFFERED

1st Semester

Sl.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	

1.	TE 5101	Textile Science: Fiber-yarn-Fabric	3.0	3.00	--	--	3.00
2.	AMT 5101	Clothing Materials & Production Technology	3.0	3.00	--	--	3.00
3.	BA 5101	Electronic Commerce	3.0	3.00	--	--	3.00
4.	BA 5103	Management Information System (MIS)	3.0	3.00	--	--	3.00
5.	BA 5105	Marketing Management	3.0	3.00	--	--	3.00
Total			15.0	15.00	0	0	15.00
Contact hours: 15.0 (T) + 0.0 (S) = 15.0 hrs./week			No. of theory courses :5				
Total credits:15.00			No. of sessional courses :0				

2nd Semester

Sl.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	
1.	AMT 5201	Apparel Merchandising Management	3.0	3.00	--	--	3.00
2.	AMT 5203	TQM & Compliances	3.0	3.00	--	--	3.00
3.	AMT 5205	Entrepreneurship in RMG Business	3.0	3.00	--	--	3.00
4.	BA 5201	Human Resources Management and Factory Laws	3.0	3.00	--	--	3.00
5.	BA 5203	Financial Accounting	3.0	3.00	--	--	3.00
Total			15.0	15.00	0	0	15.00
Contact hours: 15.0 (T) + 0.0 (S) = 15.0 hrs./week			No. of theory courses :5				
Total credits:15.00			No. of sessional courses :0				

3rd Semester

Sl.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	
1.	AMT 5301	CAD Applications in Apparel	3.0	3.00	--	--	3.00

		Industry					
2.	TE 5301	Dying , Printing and Finishing	3.0	3.00	--	--	3.00
3.	TE 5303	Cut & Sew Knitwear Technology	3.0	3.00	--	--	3.00
4.	AMT 5303	Garments Construction & Engineering	3.0	3.00	--	--	3.00
Total			12.0	12.00	0	0	12.00
Contact hours: 12.0 (T) + 0.0 (S) = 12.0 hrs./week			No. of theory courses :4				
Total credits:12.00			No. of sessional courses :0				

4th Semester

Sl.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	
1.	AMT 5401	Production and Operation Management	3.0	3.00	--	--	3.00
2.	TE 5401	Fully Fashioned Knitwear	3.0	3.00	--	--	3.00
3.	BA 5401	International Trade in Export-Import Management	3.0	3.00	--	--	3.00
4.	BA 5403	Fashion Marketing	3.0	3.00	--	--	3.00
5.	MAM 5400	Project & Thesis	--	--	6.0	3.00	3.00
Total			12.0	12.00	6.0	6.00	15.00
Contact hours: 12.0 (T) + 6.0 (S) = 18.0 hrs./week			No. of theory courses :4				
Total credits:15.00			No. of sessional courses :1				

Industrial Attachment (8 weeks)

Sl.	Course Code	Course Title	Sessional		Total Credits
			Contact hrs/week	Credits	
1.	MAM 5002	Industrial Attachment (8 weeks)	--	3.00	3.00

19. Detailed Course Description

TE 5101: Textile Science: Fiber-Yarn-Fabric

Credits: 3.00

Contact Hours: 3.0 hrs. /week

Rationale of the Course:

To understand a fabric, one needs to have knowledge of fibers and yarn from which the fabrics are made, their properties, suitability to intend enduses, etc. Textile science helps the students to distinguish quality in fabrics and provide capability in taking intelligent decisions while buying, manufacturing and comprehend the ideas of what apparel to buy and how to buy.

Course Content:

Introduction to textile science introduces the basic concepts of fiber, yarn and fabric to the apprentices such as properties and types of fiber and fabric used in apparel manufacturing.

Terms Definitions: Terms and Definitions of textile; Fiber, Natural fiber, Manmade fiber, Synthetic fiber, Staple fiber, Continuous filament, Bast fiber, leaf fiber, seed fiber.

Textile process cycle, Characteristics of textile fiber, Classification of textile fiber, Difference between natural and manmade fiber etc.

Cotton Fiber: producing countries of cotton fiber, Physical properties of cotton fiber, chemical properties of cotton fiber, Thermal and Biological properties of cotton fiber, micro structure and cross section of cotton fiber.

Wool fiber: Wool producing countries, Composition and characteristics of wool, Wool shearing, Physical properties of wool fiber, chemical properties of wool fiber, Thermal and Biological properties of wool fiber, micro structure and cross section of wool fiber, Classification of wool fiber, details about merino wool.

Silk fiber: Silk producing countries, Composition and characteristics of silk, Silk manufacturing process, Physical properties of silk fiber, chemical properties of silk fiber, Thermal and Biological properties of silk fiber, Classification of silk fiber.

Manmade fiber: Physical and chemical properties polyester, nylon and spandex fiber; Brand name of polyester, nylon and spandex fiber, end uses of polyester, nylon and spandex fiber, spandex fiber characteristics.

Yarn: Yarn, yarn twist, regularity and hairiness. Briefly manufacturing process of ring, rotor, carded and combed yarn; Yarn classification i.e. spun, filament, plied, cable, worsted and woolen yarn, difference between carded and combed yarn. Yarn count (Ne, Worsted, Nm, Tex and Denier count), measurement system. Problem solving of count, count conversion. Video presentation on yarn production of a spinning factory.

Fabric: Fabric, Classification of Fabric (woven, knit, non-woven, braid fabric), classification of woven fabric (plain, twill, satin), classification of knit fabric (single jersey, rib, interlock, purl fabric). GSM and oz/yd² of fabric, conversion from gsm to oz/yd².

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understanding textile science and basic concepts of fiber, yarn and fabric Terms and Definitions & uses in apparel manufacturing.

CLO 2: Textile process cycle, Characteristics of textile fiber, Classification of textile fiber, Difference between natural and manmade fiber etc.

CLO 3: Able to understand the mathematical analysis which is related to the fiber, yarn and fabric

CLO 4: Able to Classify woven and knit fabric and fabrics related norms and terminologies.

Course Learning Outcomes (CLO)	PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PL O 12
CLO 1		√			√							
CLO 2		√										
CLO 3							√				√	
CLO 4		√			√		√				√	
Overall		√			√		√				√	

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1-CLO4	Practical Sample, Sketch Demonstration, Textbook, WB, Solving Exercise	Assignment, class test, Mid Semester Exam, Semester Final Exam

AMT 5101: Clothing Materials & Production Technology***Credits: 3.00******Contact Hours: 3.0 hrs. /week*****Rationale of the Course:**

To understand a trims and accessories their properties, suitability to intend endues, etc. Clothing Materials & Production Technology helps the students to distinguish quality in trims and accessories provide capability in taking intelligent decisions while buying, manufacturing and comprehend the ideas of what to buy and how to buy as well as considered with production planning.

Course Content:

Introduction to Clothing & Clothing Materials: Definition of clothing, purposes of wearing clothes, classification of clothing materials, definition of clothing materials, detailed lists of different types of clothing materials.

Fabrics: Definition of fabrics, classification & identification of fabrics, defects of fabrics, presentation of woven & knit fabric samples.

Sewing Thread: Definition of sewing thread, importance, differences between yarn & sewing thread, related terms of sewing thread, detailed classification with description

Button: Definition of button, function & classification of buttons, button measurement, components part of snap button & shank button, rivet, quality parameters of button.

Zipper: Definition of zipper, functions & classification of zipper, component details of zipper,

Interlining & Lining: Definition of Interlining, function, details classification with description and differences, lining and its functions, differences between lining & interlining.

Other Trims: Definition, function and identification: Labels & Motifs, Appliqué, draw cord, draw string, piping cord, stopper, toggle, eyelet/grommet, sequin, rhinestone, bow, strap, buckle/clasp, washer, ribbon, Elastic, Velcro, hook & eye, shoulder pad, ring slider, d-ring, bead, lace.

Other Accessories: Definition, function and identification: Different types of Carton & Poly, Hang tag & Hanger ,clips lock pin, safety pin, collar insert, collar stay, neck board, back board, waist tag, attention tag, eco-safe tag, 2/3 pc tag, tissue paper, wax paper, gum tape, scotch tape, PP belt, security tape.

Production: Importance of layout decision, objective of layout design, layout design consideration, basic layout types (product layout, advantage and disadvantage of product-oriented layout, U-shaped production line, improving layout using work-cells, process layout, process layout example, advantage and disadvantage of process layout, fixed position layout, cellular layout), Make through production system, sectional , PBS , UPS and

Selective conveyor belt system, Quick response sewing system.

Push & pull production system, Characteristics & benefits of Cellular manufacturing system.

Continuous improvement, JIT (Just in time).Different production waste.

Layout : Importance of layout decision, objective of layout design, layout design consideration, basic layout types (product layout, advantage and disadvantage of product-oriented layout, U-shaped production line, improving layout using work-cells, process layout, process layout example, advantage and disadvantage of process layout, fixed position layout, cellular layout),

Mapping Course Learning Outcomes (CLOs) with the PLOs

CLO 1: Students will have the ability to understand, the Clothing & Clothing Materials need to manufacture a complete garment.

CLO 2: Students will have the ability to learn the main trims criteria and identify the defects.

CLO 3: Students will understand the importance of useful accessories in garments which will be perfect for manufacturing fashion products.

CLO 4: Students will get knowledge about the garments production system and process layout which is efficient and effective for the industries.

Course Learning Outcomes (CLO)	PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PL O 12
CLO 1			√									
CLO 2			√									
CLO 3	√		√						√		√	
CLO 4										√		
Overall	√		√						√	√	√	

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1-CLO 4	Lecture, Practical Sample, Image Presentation	Oral Open Answering, Group Discussion, Oral Open quiz, Practical Sample Identification.

BA 5101: Electronic Commerce

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

As the revelation of world it is very important and essential to know Electronic Commerce Knowledge in all aspect. The Course-Ecommerce will definitely help and enable the students to perform the business activities on cyber platform. This course teaches students how to conduct business online and how to manage the technological issues associated with constructing an electronic-commerce website.

Understanding E-commerce: Meaning of E-commerce & E-Business. Origins and Growth of E-commerce. History of E-commerce. Why Study E-commerce? Unique Features of E-commerce Technology, Types of E-commerce, Growth of the Internet, Web, and Mobile Platform. E-Commerce Business Model and Concepts.

Infrastructure for E-Commerce: The Internet, the Evolution of the Internet, the Internet Today the Future Internet Infrastructure, Limitations of the Current Internet. The Web, the Internet and the Web, Mobile Apps

Building an E-Commerce Perspective: Imagine Your E-commerce Presence, Building an E-commerce Presence, Choosing Software and Hardware, Other E-Commerce Site Tools, Developing a Mobile Web Site and Building Mobile Applications.

E-commerce Security and Payment Systems: The E-commerce Security Environment, Security Threats in the E-commerce Environment, Technology Solutions, Management Policies, Business Procedures, and Public Laws, E-commerce Payment Systems, Online Credit Card Transactions Credit Card E-commerce Enablers, Mobile Payment Systems, Digital Cash and Virtual Currencies, Electronic Billing Presentment and Payment.

E- Commerce Marketing: Consumers Online, The Internet Audience and Consumer Behavior, Consumer Behavior Models, The Online Purchasing Decision, Digital Commerce Marketing and Advertising Strategies and Tools, The Web Site as a Marketing Platform: Establishing the Customer Relationship, Traditional Online Marketing and Advertising Tools, Search Engine Marketing and Advertising, Display Ad Marketing, E-mail Marketing, Affiliate Marketing, Viral Marketing, Lead Generation Marketing, Social, Mobile, and Local Marketing and Advertising, Multi-Channel Marketing: Integrating Online and Offline Marketing, Other Online Marketing Strategies, Customer Retention Strategies, Pricing Strategies, Long Tail Marketing, Internet Marketing Technologies, The Revolution in Internet Marketing Technologies, Customer Relationship Management (CRM) Systems, Understanding the Costs and Benefits of Online Marketing Communications, Online Marketing Metrics, How Well Does Online Advertising Work? The Costs of Online Advertising,

Mobile Marketing: M-commerce Today, How People Actually Use Mobile Devices, In-App Experiences and In-App Ads, How the Multi-Screen Environment Changes the Marketing Funnel, Are Mobile Devices a Good Marketing Platform? Basic Mobile Marketing Features, The Technology: Basic Mobile Device Features, Mobile Marketing Tools: Ad Formats, Starting a Mobile Marketing Campaign, Insight on Business: Mobile Marketing: Land Rover Seeks Engagement on the Small Screen, Measuring Mobile Marketing Results. Local and Location-Based Marketing, The Growth of Local Mobile Marketing, The Growth of Location-Based Mobile Marketing, Location-Based Marketing Platforms, Location-Based Mobile Marketing: The Technologies, Why Is Local Mobile Attractive to Marketers? Location-Based Marketing Tools, a New Lexicon: Location-Based Digital Marketing Features, Local Marketing Ad Formats, Starting a Location-Based Marketing Campaign, Measuring Location-Based Marketing Results.

Introduction to Social Media Marketing: Social Media Marketing, Social Media Marketing Players, The Social Media Marketing Process, Face book and Twitter Marketing

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Students will have the ability to understand and work E-commerce on different digital platform.

CLO 2: Students will Understand Infrastructure for E-Commerce, E-Commerce Perspective & E-commerce Security and Payment Systems.

CLO 3: Students will have the ability E-commerce Security and Payment Systems, E-Commerce Marketing & Mobile Marketing.

CLO 4: Students will have the ability to The Social Media Marketing Process for textile and fashion products.

Course Learning Outcomes (CLO)	PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PLO 12
CLO 1						√	√	√				
CLO 2								√				
CLO 3							√	√				
CLO 4	√					√	√	√	√		√	
Overall	√					√	√	√	√		√	

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1 - CLO 4	Lecture, Classroom Practices	Asking Question/Quiz

BA 5103: Management Information System (MIS)

Credits: 3.00

Contact Hours: 3.0 hrs. /week

Rationale of the Course:

To understand the role of information generation, communication, problem identification and helps in the process of decision-making. The MIS, therefore, plays a vital role in the management, administration and operation of an organization. A management information system helps a company become more competitive. It helps the students to reports and identifies what is working and what is not.

Course Content:

Information Systems: Definitions, importance, objectives, components and dimensions of information systems, how information system works, Contemporary Approaches to Information Systems management of information systems, Business Processes and Information Systems.

Information Systems, Organizations and Strategy: Business Process, how information technology improves business process, Systems for different management group, Systems for Linking the enterprise, e-business, e-commerce, and e-government, role of information systems function in a business, Porter's Competitive Forces Model, the value chain model.

Ethical and Social Issues in Information Systems: A Model for Thinking about Ethical, Social, and Political Issues, The Five Moral Dimensions of Information Systems, Ethics in an Information Society, computer crime and abuses.

Information Technology Infrastructure and Emerging Technologies: IT Infrastructure, Components of IT Infrastructure, current trends in hardware platform, challenges of managing IT infrastructure.

Foundations of Business Intelligence-Databases and Information Management: Data management, file organization, problems with traditional file environment, database management systems (DBMS), the

challenges of big data, data Warehouses and data marts, data mining, business intelligence, database and the web.

Telecommunications, the Internet, and Wireless Technology: Computer network, types of network, components of telecommunication networks, networking topologies, internet, ISP, IP, DNS, WWW, internet architecture and governance, FTP, VoIP, VPN, HTTP, URL, Wi-Fi and wireless internet access.

Securing Information Systems: System vulnerability and abuse, malicious software: viruses, worms, trojan horses, and spyware, hackers and computer Crime, internal threats, employees, software vulnerability, access control: firewalls, antivirus software, biometric authentication disaster recovery management.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Students will have an ability to define an information system from both a technical and business perspective and distinguish between computer literacy and information systems literacy. Relate the basic concepts and technologies used in the field of management information systems.

CLO 2: Students will have an ability to recognize the professional role of the ethical, social, and security issues of information systems.

CLO 3: Students will have an ability to translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

CLO 4: Students will understand how various information systems like DBMS work together to accomplish the information objectives of an organization.

Course Learning Outcomes (CLO)	PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PLO 12
CLO 1	√		√		√			√		√		
CLO 2												
CLO 3	√				√			√				
CLO 4												
Overall	√		√		√			√		√		

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1 - CLO 4	Lecture, Students' response, Group discussion, demonstration	Class test, Assignment and Quiz

BA 5105: Marketing Management**Credits: 3.00****Contact hours: 3.0 hrs. /week.****Rationale of the Course:**

Recognize the importance of marketing in an organization, how marketing relates to other business functions, and the role of marketing in society at large. Marketing Management is a course that examines the role and importance of marketing in the firm and other organizations. In this course topic such as marketing plans/strategies, marketing research, market segmentation, retailing, advertising, pricing, and Internet marketing, etc. students will find the course interesting and informative.

Course Content:

Introduction: Definition, tasks, marketing management process, marketing challenges in the new millennium.

Strategic Planning: Meaning, steps in corporate and division strategic planning, business unit strategic planning, Marketing planning, implementation and control.

Product Strategy: Individual product/service decision, product line decisions, product mix decisions, new product development, strategies at different stages of product life- cycle.

Pricing Strategy: Steps in setting the price, new product price strategies, product mix pricing strategies, price adjustment strategies and price changes.

Distribution Strategy: Channel design decisions, channel management decisions, channel dynamics, channel conflict, cooperation and competition, physical distribution and logistics management.

Promotion strategy: Advertising- meaning, importance, major decisions, Personal selling- definition, personal selling process, Sales promotion- objectives, tools, Public relations- major tools and decisions, direct marketing growth and benefits, forms, online marketing.

Dealing with the Competition: Steps of competitor analysis, market leader, challenger, follower, and nicher strategies.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Students will have an ability to understand the Marketing management process and marketing challenges in the new millennium.

CLO 2: Students will have the ability to learn different types of corporate, technical and division strategic planning, implementation, and control.

CLO 3: Students will Understand Product Strategy, product development, product life- cycle, and Pricing Strategy of fashion and textile.

CLO 4: Students will understand the Distribution and Promotion strategy of textile and fashion product

Course Learning Outcomes (CLO)	PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PLO 12
CLO 1	√				√			√	√			
CLO 2					√							
CLO 3	√			√	√							
CLO 4	√				√				√			
Overall	√			√	√			√	√			

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1 - CLO 4	Lecture, Students' response, Group discussion, demonstration	Class test and Assignment, Quiz

AMT 5201: Apparel Merchandising Management

Credits: 3.00

Contact hours: 3.0 hrs. /Week.

Rationale of the Course:

This course is designed by the principle of constructions and techniques in a wider sense rather than style detail in the narrow sense. It opens the scope for the infinite variety of styles both for regular designs and well patterns. There are limitless designs, which can be achieved for workable garments and maximizing merchandise sales using product design, selection, packaging, pricing, and display that stimulates consumer to spend more.

Course Content:

This course includes Details of apparel merchandising like definition, explanation with meaning, merchandising organogram.

Activities of Merchandising:

Details of tech pack, sampling, sourcing, supplier, trims & accessories booking, Production follow up, quality monitoring.

Merchandising Procedure:

Details Graphical explanation, how an order an execution after confirm to buyer and supplier.

Development of merchandising:

How a product develop from tech-pack to physical by technical expertise.

Sourcing Merchandising:

Source the total raw materials and work order place to supplier, procurement in-house.

Production Merchandising:

Negotiation with production team to make proper production planning, achieve buyer AQL, self T&A making.

Merchandising management:

L/C, P/I, documentation, quota, GSP, vessel booking, LCL, FCL, ETA, ETD, CBM calculation, B/L

- 1 **Chapter- 1** : Method of Sourcing/ Sourcing Criteria
1. **Chapter- 2:** Sourcing Management; Introduction of Sourcing Management, Sourcing Strategy, Domestic International Sourcing, Sourcing Priorities and Process
2. **Chapter- 3:** Principles of Negotiation
3. **Chapter- 4:** Negotiation Action; The Win-Loss Approach to Negotiation, The Win-Win Approach to Negotiation, Avoiding Misunderstanding in Negotiation
4. **Chapter- 5:** Consumption & Costing: An introduction
5. **Chapter- 6:** Analysis of tech. Pack and PO sheet
6. **Chapter- 7:** Garment's parts, points and measuring
7. **Chapter- 8:** Consumption Type, methods and procedures
8. **Chapter- 9:** Woven Fabric consumption: Tops & bottoms
9. **Chapter- 10:** Knit fabric consumption: Tops, Bottoms and undergarments
10. **Chapter- 11:** Trims and accessories consumption
11. **Chapter- 12:** Fabric, trims and accessories costing
12. **Chapter- 13:** Cost of embellishments
13. **Chapter- 14:** CM calculation
14. **Chapter- 15:** Commercial, banking and other cost calculations
15. **Chapter- 16:** Garments costing and pricing

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Students will be able to utilize critical thinking, statistics, math, and science for problem solving.

CLO 2: Students will be able to demonstrate knowledge of the industry, ethical behavior, industry specification, non-discrimination, and diversity in the workplace.

CLO 3: Students can be able to learn how to collaborate with buyers, suppliers, distributors, and analysts to negotiate prices, quantities, and time scales.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1				√						√	√	
CLO 2		√										
CLO 3		√		√		√						

Overall		√		√		√				√	√	
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Mapping Course Learning Outcomes (CLOs) with the Teaching-Learning and Assessment Strategy

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1 - CLO 3	Lecture, Slide Presentation & Mathematical Solution	Oral Open Answering, Oral Open Quiz, Oral Analytical Expression & Written Mathematical Solution

AMT 5203: TQM & Compliances

Credits: 3.00

Contact hours: 3.0 hrs. / Week.

Rationale of the Course:

Rationale of the Course: The benefits of implementing a compliance management system (CMS) based on ISO 37301 are manifold: helping the organization avoid or mitigate the costs, risks, and damage of noncompliance, ensuring the long-term sustainability of the organization, promoting trust and confidence, encouraging good governance practices, due diligence, and ethically sound business dealings, etc.

**Course
Content:**

TQM (Total
 Quality
 Management
): This
 course is
 designed
 aiming to
 provide
 technical
 knowledge in
 advanced
 level on
 Quality
 Control
 Management
 in Clothing
 Industry.
 After having
 the course
 the student
 will be able
 to meet the
 customer
 requirement
 by
 developing
 Quality
 Assurance
 team in the
 Industry and
 they will
 have
 knowledge
 on different
 issues on
 Quality
 assurance for
 clothing
 Industry such
 as – Quality
 Control
 Circle,
 Quality
 Control
 Tools, quality
 Specification,
 Waste

Control &
 Productivity,
 Quality
 Manual,
 Difference
 between
 Quality
 control &
 Quality
 Assurance.
 10 Reasons
 garments
 having poor
 quality which
 might not
 address, 9
 steps guide to
 eliminate
 shade
 variations in
 garments.
 Inline
 inspection in
 garments
 industry,
 Types of
 inline
 inspection,
 purpose of
 inline
 inspection.
 Traffic Light
 Quality
 Control
 System.
 Check list of
 inline
 inspection
 concept of
 Standard,
 Lab tests for
 quality
 requirements.
 Understandin
 g DHU
 (defect per
 hundred

units). calculation cost of poor quality (COPQ).

Importance of

Compliance:

Why

Compliance

is so important for the RMG sector of Bangladesh?

Issues

involved:

Different

issues

involved in

Compliance

which are

obvious to

comply by

the Industry

Management.

In this

chapter

common

issues will be

discussed.

General Requirements of Compliance in Garment Industry:

General requirements of the customer to be discussed in this chapter which is very important for garment industry.

ETI base code: What is ETI?
Importance of ETI for export oriented garment Industry,
Also requirement of Ethical Trading Initiative will be discussed here.

BSCI code of conduct:

Which are very important for a certain group of customer and the requirements will be discussed in this topic?

Policies & Flowchart:

To fulfill customer requirements factory should frame some policies and maintain flowchart to implement, that will be discussed in this topic.

WRAP certification:

Why WRAP certification is important for the garment factory to be discussed.

Accord:

Activities of Accord will be discussed.

Alliance:

Activities of
Alliance
needed to
discuss.

Mapping**Course****Learning****Outcomes****(CLOs) with****PLOs**

CLO 1: To explain various concepts of ILO and Labor Law in the Fashion Industries of Bangladesh.

CLO 2: To understand the Labor Law guideline on Salary and Wages, Child labor, Forced labor, Discrimination and Over Time.

CLO 3: To develop, analyze various training program on Workplace Health and Safety and First AID.

CLO 4: To know about various Signs, Symbols and Visual Notifications.

CLO 5: To gather knowledge on Fire Safety, ISO guideline, Audit, Trade Compliance.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√				√						
CLO 2					√		√					
CLO 3						√	√					
CLO 4		√					√					
CLO 5		√			√	√						
Overall		√			√	√	√					

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1-CLO 5	Textbook, Solving Exercise	Assignment, Class test, Mid Semester Exam, Final Exam

AMT 5205: Entrepreneurship in RMG Business

Credits: 3.00

Contact Hours: 3.0 hrs. /week

Rationale of the Course:

Ready Made Garments is one of the rising segments of Industrial Revolution in Bangladesh in the recent years. Training and Development has become a must in this sector. In contribution to overall exports of Bangladesh, RMG is holding the majority percentage of 84.21% of exports in the years 2018-2019 (Government Export Promotion Bureau Data). Bangladesh started exporting garments product in 1976. The number of active Garments factories in Bangladesh is approximately 4,621 and increasing.

Course Content:

Chapter- 1: Definition of entrepreneurship with the context of society, organizations and individuals.

Chapter- 2: Demonstrating and the understanding of the impact of entrepreneurship on the Economy.

Chapter- 3: Recognizing Entrepreneurial attitudes and behaviors.

Chapter- 4: Differentiation between an entrepreneurial and a conventional approach to Management.

Chapter- 5: Recognizing and overcoming the obstacles to creative problem solving

Chapter- 6: Description of the elements and effective business plan/model.

Chapter- 7: Development the concept for an innovative product or services.

Chapter- 8: Entrepreneurial success on teamwork and diversity.

Chapter- 9: A personal framework for managing the ethical dilemmas' and the social responsibilities facing entrepreneurs

Chapter- 10: The leadership styles of successful entrepreneurs (start-ups, corporations, community and public sector).

Chapter-11: Identification of traits / characteristics of an entrepreneur/entrepreneur Exhibited in behavior.

Chapter- 12: Analyzing the elements of the entrepreneurial mind set.

Chapter- 13: Discussion about the implications for functioning as a successful entrepreneur

Mapping Course Learning Outcomes (CLOs) with the PLOs

CLO 1: To give a brief idea of training and development process in RMG sector of Bangladesh.

CLO 2: To map out the status of training and development programs RMG sector of Bangladesh.

CLO 3: To investigate challenges faced by employees regarding their training and development.

CLO 4: To recommend some workable suggestions for RMG sectors based on the current scenario.

CLO 5: To overcome the challenges and bottle necks of readymade garments industries.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√			√	√						√
CLO 2		√			√							√
CLO 3					√	√						√
CLO 4		√				√						√
CLO 5					√	√						√
Overall		√			√	√						√

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 5	Textbook, Solving Exercise	Assignment, Class test, Mid Semester Exam, Final Exam

BA 5201: Human Resources Management and Factory Laws**Credits: 3.00****Contact Hours: 3.0 hrs. /week****Rationale of the Course:**

Today's competitive business environment owes its success to effective management of its human resource. The quality of the organization's employees, their attitude, behavior and satisfaction with their jobs, and their behavior towards ethics and values and a sense of fair treatment all impact the firm's productivity, level of customer service, reputation, and survival. The students of human resources management must be aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting.

Course Content:

Human Resources Management and Factory Laws is a very specialized course designed to provide an understanding about how various aspects of HRM and legal aspects of the organizations applicable for the business organizations.

Introduction to Human Resource Management (HRM): Concepts of HRM, Evolution of HRM, Nature of HRM, scope of HRM, objectives of HRM, functions of HRM, HRM system, Personnel Management and HRM, HRM and Human Resource Development (HRD).

Human Resource Planning: Meaning, importance, components, process and limitations of human resource planning.

Job Analysis: Meaning, purposes, importance, uses, steps and techniques of job analysis; Meaning, objectives, process and methods of job evaluation.

Manpower Recruitment and Selection: Recruiting; Selection process; Interviewing and testing; Reliability and validity; Placement and orientation. Recruitment and Selection policy in Islam.

Employee Training, Career Development, and Management Development: Meaning, objectives, and methods of employee training; Determination of training needs; Concept of management development, Process and techniques of management development, Evaluation of development programs. Meaning and importance of career development plan; Dimensions and career stage; Career choice

Appraisal of Employee Performance: Meaning, importance, process, and methods of performance appraisal; Factors that distort appraisal; Suggestion for improvement.

Factory Law: Introduction to factory and labor laws in Bangladesh. Laws relating to RMG Sector in Bangladesh

Employee Compensation and Benefits: What is compensation? Wage and salary administration, establishing pay structure, Incentive compensation plan; Factors influencing compensation; Systems of payment of wages; Meaning and types of employee benefits, Wages and Salary Policy in Islam. **Handling Grievance:** Basic consideration; Steps in handling grievance, Conflict Management and Grievances Procedures in Bangladesh.

Mapping Course Learning Outcomes (CLOs) with the PLOs

CLO 1: To explain the importance of human resources and their effective management in organizations

CLO 2: To understand the current theory and practice of recruitment and selection

CLO 3: To develop, analyze, and apply advanced training strategies and specifications for the delivery of training programs

CLO 4: To explain how to implement change: Cultural Change, Change in Emergency, plan for change and manage the process, programs, and projects of organizational change

CLO 5: To make outline the key areas of Strategic Human Resource Management including organizational design, performance management, learning and development, HR practices, and organizational culture.

Course Learning Outcomes (CLO)	PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PLO 12
CLO 1					√		√					
CLO 2		√									√	
CLO 3		√			√						√	
CLO 4		√					√					
CLO 5					√		√				√	
Overall		√			√		√				√	

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1 – CLO 5	Textbook, Solving Exercise	Assignment, Class test, Mid Semester Exam, Final Exam

BA 5203: Financial Accounting***Credits: 3.00******Contact hours: 3.0 hrs. /week.*****Rationale of the Course:**

This course will provide for students with an overview of Financial Accounting, GAAP and Conceptual Framework of Accounting. This Course will make clear the Terminology of Accounting. Specifically, the requirements, lessons, discussions, cases, homework, and exams for this course are designed to assist you to:

Course Content:

Accounting for Merchandising Operations: Merchandising Operations, Operating Cycle, Perpetual and Periodic Inventory Systems, Merchandising Transactions, Debit Memorandum and Credit Memorandum, Trade Discounts, Cash Discounts, Shipping Terms and Freight Costs, Journal Entries for Merchandising Transactions, Net Price Method of Recording Merchandising Transactions, Cost Flow Assumptions, Determining Cost of Goods Sold under Periodic Inventory System, Income Statement of a Merchandising Company, Practical Problems.

Cost-Volume-Profit Relationships: Identifying Resources, Activities, Costs, and Cost Drivers, Variable and Fixed Costs, CVP Analysis: Computing the Break-Even Point (BEP), Graphing the BEP, Changes in Fixed Expenses, Changes in Unit Contribution Margin, Target Net Profit and an Incremental Approach, Multiple Changes in Key Factors; Additional Uses of CVP Analysis: Best Cost Structure, Operating Leverage, Margin of Safety, Contribution Margin and Gross Margin; Sales-Mix Analysis, Impact of Income Taxes.

Relevant Costs for Decision Making: Management's Decision-making Process-Identifying Different Costs and Benefits- Different Costs for Different Purposes-The Incremental Analysis Approach-Types of Incremental Analysis- Accept an Order at a Special Price, Make or Buy, Sell or Process Further, Retain or Replace Equipment, Eliminate an Unprofitable Business Segment, Allocate Limited Resources.

Risk Analysis in Capital Budgeting: Importance of investment decisions, types of investment decisions, investment evaluation criteria, estimating cash flows, different methods of project evaluation: BP, ARR, NPV, IRR, PI, Incremental Approach, RADR, Probability Distribution Approach, CE Approach, Decision Tree Approach.

Financial Statement Analysis: Users of financial analysis, types of ratio and their comparison, utility of ratio, cautions in using ratio analysis, different problems of ratio analysis.

Mapping Course Learning Outcomes (CLOs) with the PLOs

CLO 1: Students will learn how to help accounting for merchandising operations and transactions.

CLO 2: Students will be able to prepare multiple-step and single-step income statements.

CLO 3: Students will be able to demonstrate knowledge of the industry, ethical behavior, industry specification, non-discrimination, and diversity in the workplace.

CLO 4: Students can be able to learn how to collaborate with buyers, suppliers, distributors, and analysts to negotiate prices, quantities, and time scales.

Course Learning Outcomes (CLO)	PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PL O 12
CLO 1	√			√				√	√	√		
CLO 2												
CLO 3				√		√			√			
CLO 4									√			
Overall	√			√		√		√	√	√		

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1 – CLO 4	Lecture, Slide Presentation & Mathematical Solution	Oral Open answering, Oral Open quiz, Written Mathematical Solution, Oral Analytical expression, Assignment and Presentation

AMT 5301: CAD Applications in Apparel Industry

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is covered Computer-aided design or CAD software and that is one of the most effective tools for pattern making and related jobs in the clothing industry. CAD software has so many advantages in apparel manufacturing. It is used for pattern making, pattern grading, and the making of the marker. It helps in giving dimension to any design, experimenting changes on it, configuring the design according to needs.

Course Content:

Introduction to CAD system, Objective of using CAD , Different types of Cad software & Hardware , Different functions of CAD systems ,Working sequence of CAD section in apparel industry;

Sessional/Lab work:

- Creation of size table
- Pattern Creation & modification by CAD software (T-shirt, polo shirt, basic long sleeve shirt & basic trouser)
- Pattern grading by CAD software (T-shirt, polo shirt, basic long sleeve shirt & basic trouser)
- Marker making by CAD software

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Students can learn about CAD and establish the relationship between the CAD study and its application to build a future career in the fashion industry.

CLO 2: Students can design and analyze the product in a shorter span of time with almost zero cost of production.

CLO 3: Students can be able to draw different types of dress pattern with grading by CAD software.

CLO 4: Students able to understand and use the basic structure of CAD like customizing options, using multiple workspaces, creation and manipulation, drawing and shaping tools, using the freehand tool and so on.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√						√					
CLO 2												
CLO 3			√							√		
CLO 4												
Overall	√		√				√			√		

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 4	Lecture, Slide Presentation & Demonstration	Oral Open answering, Understanding & Drafting, Quiz, Assignment & Presentation

TE 5301: Dyeing, Printing and Finishing***Credits: 3.00******Contact hour: 3.0 hrs. /week.*****Rationale of the Course:**

Dyeing and printing is known to be an ancient technique of enhancing the look of a fabric. As dyeing and printing is considered a beautiful art of surface ornamentation, it is predominantly taught in most apparel and fashion designing institutes. Today, some of the most renowned fashion and apparel technologists have reflected the ancient art of dyeing and printing in their collection. Dyeing and printing has always had a great influence in fashion designing and apparel manufacturing.

Course Content:

Introduction: Water for textile operations (dye house standard); Water Hardness; Problems associated with the use of hard water in textile operations; Process flow chart of textile dyeing operation. Water, soap, detergent, salt, alkali, acid, oxidizing and reducing agents

Pretreatment: Singeing, Singeing Machine, Detail on gas singeing machine. De-sizing, Desizing agent, Enzymatic de-sizing process Scouring of textile materials, process of scouring operation & souring Bleaching of textile materials, Bleaching agents, method of bleaching operation. Mercerizing of textile materials, Mercerizing process parameters, and yarn and fabric mercerization process.

Dyeing: Dyes, pigments and chemicals used in dyeing operation, Short description of all types dyes. Reactive dyes and their application, Stripping process Disperse dyes and their application. Removal of excess water and drying of textile materials.

Printing: Introduction & process flow chart of textile printing operation, printing ingredients & their functions. Printing styles & different methods of textile printing. Block Screen, Roller, pigment, Flock, Burn-out printing on textiles. Fixation and after treatment processes for printed goods. Pigment printing and their application

Finishing: Introduction to finishing, types, machines and objects; Calendaring; Compacting; Stentering, Slitting, Sanforising, Raising, Embossing, Mercerising etc.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understanding dyeing, printing and finishing concepts of fiber, yarn, fabric and garments with Terms and Definitions

CLO 2: To distinguish among different types of dyes and pigments to apply them in a proper manner to the suitable fibers

CLO 3: Able to understand the mathematical analysis which are related to the practical water efficient recipe of dyeing and finishing

CLO 4: Able to identify dyeing and printing related faults to solve them properly in manufacturing process.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√	√						√				√
CLO 2		√	√					√				
CLO 3		√	√					√				√
CLO 4			√									
Overall	√	√	√					√				√

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1-CLO 4	Sketch Demonstration, Textbook, WB, Solving Exercise	Assignment, class test, Mid Semester Exam, Semester Final Exam

TE 5303: Cut & Sew Knitwear Technology***Credits: 3.00******Contact Hours: 3.0 hrs. /week*****Rationale of the Course:**

Cut and sew may simply be the augmentation of an existing garment. This subject is rationale for various causes for example, changing the sleeve design, or adding pockets to an existing pre-made garment. This is often used when sublimation printing a t-shirt to allow for different designs to be printed onto sleeves. Or it can be the manufacture of a complete garment from scratch which is important factor of garments manufacturer.

Course Content:

Chapter- 1: Introducing, Discuss about syllabus & course outline.

Chapter- 2: Clothing, Difference among Clothing, Garments, Apparel, Function of Apparel, Types of knitwear with details

Chapter- 3: Details about knit yarn, various properties, knit yarn preparation.

Chapter- 4: Yarn count, count conversion system and problem solving.

Chapter- 5: Fabric, types of fabric, types of knit fabric, difference, terms & definition of knit fabric.

Chapter- 6: Basic knitting elements details, Knitting machine. Basic weft knitted structure plain and rib details, end use, machine setting, notation diagram,

Chapter- 7: Basic weft knitted structure interlock and purl details, end use, machine setting, notation diagram, identification of single & double jersey,

Chapter- 8: GSM calculation of knit fabric. Production calculation of single jersey fabric Production calculation of rib and interlock fabric.

Chapter- 9: Ornamentation of single jersey fabric, single jersey derivatives, cam & needle Arrangement procedure. Some single jersey fabric notation diagram and their influences on garments, cam & needle arrangement

Chapter- 10: Some single jersey fabric notation diagram and their influences on garments, Cam & needle arrangement.

Chapter- 11: Various faults of weft knitted fabric and inspection procedure, 4 point system for Fabric inspection. Basic idea about warp knitted fabric, basic overlap and under lap variation

Chapter- 12: Various stitches with their notation diagram of knitted fabric. Warp knitted Fabric with their lapping movement.

Chapter- 13: Consumption calculation of a T-shirt.

Chapter- 14: Consumption calculation of a polo shirt.

Chapter- 15: Consumption calculation of a knit trouser.

Chapter- 16: Major elements of cost.

Chapter- 17: FOB, C&F and CIF price calculation.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Understanding Knit machineries to a wider extent

CLO 2: To learn different Types of Knit Fabric design and manufacturing process

CLO 3: Able to understand the mathematical analysis which is related to fabric

CLO 4: Able to classify of knit fabric and fabrics related norms and terminologies.

Course Learning Outcomes (CLO)	PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PL O 12
CLO 1	√		√			√						√
CLO 2	√					√						
CLO 3												√
CLO 4	√	√	√			√						√
Overall	√	√	√			√						√

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 4	Sketch Demonstration, Textbook, WB, Solving Exercise	Assignment, class test, Mid Semester Exam, Semester Final Exam

AMT 5303: Garments Construction & Engineering**Credits: 3.00****Contact Hours: 3.0 hrs. /week****Rationale of the Course:**

Garments construction & Engineering plays an important role in creating beautiful garments manufacturing in the fashion world. Garments construction with students gaining and applying knowledge, skills and understanding through tasks based on real-life situations in the construction apparel fashion industry. The course is based around the work-related concept of 'plan, do, review' where students are taught the processes of planning, constructing, and evaluating set construction tasks, creative constructional engineering method and apparel manufacturing in the garments industry.

Course Content:

Introduce with the sewing room management: Introduce to sewing room management, activities, tools and equipments of sewing room of clothing industries.

Details of the bulk productions process of sewing room: Basic concept of bulk production, different steps of bulk production, bulk production procedure & advantages of bulk production

Different types of industrial sewing machines: Introduce with the different types sewing machines such as machines of stitch class-100, 200, 300, 400, 500 & 600 classes which are very common used in the industry. Machines features, identification of machine etc.

Common applications of industrial sewing machines: Selection of industrial sewing machines for the different process of garments considering garment materials and seam standard. Will be discussed very common sewing machines from stitch class-100, 200, 300, 400, 500 & 600 classes

Basic garment analysis: Basic concept of garment analysis & process analysis, Analysis of following garments theoretically and practically -Men's and ladies long sleeve and short woven shirt, t- shirt & polo shirt. Basic trouser.

Process breakdown of followings garments: Basic concept of Process breakdown, Purpose of Process Breakdown Operational breakdown as per construction sequences as following garments; - Men's shirt, t-shirt & polo shirt. Basic trouser.

Apparel Engineering: Tools & Techniques of Apparel Engineering, Method Study, Principle of Motion Economy, Work Measurement, Time Study, SMV Calculation, Rating Calculation, Activity Sampling, M/C Layout, Line Balancing and Incentive Calculation. Grade sewing operators. Activities of Industrial Engineering Department. Difference between Production & Productivity. Bottle Neck Identification with Solution.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Students will understand the use of fashion concept elements in clothing.

CLO 2: Basic stitching and creative skill will be developed which will help them to construct their garments.

CLO 3: Students will be able to develop the existing garment designs of women and men wear.

CLO 4: Student will understand establish methods for improving operations and controlling production costs.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√		√									
CLO 2			√		√							
CLO 3			√			√					√	
CLO 4				√								√
Overall	√		√	√	√	√					√	√

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 3	Textbook , WB, Solving Exercise Able to develop the existing garment designs of women and men wear & stitching and creative skill will be constructing there. Lecture Video	Assignment , Project work, class test , Mid Semester Exam, Semester Final Exam
CLO 4	Textbook , WB, Solving Exercise Able to establish methods for improving operations and controlling production costs.	Class Test , Mid Semester Exam, Semester Final Exam

AMT 5401: Production and Operation Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

To understand a garments production and operations management is concerned with the design, planning and control of operating systems for the provision of goods and services. This course provides students with knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing of garments and service sectors. Also, it's provided capability in taking intelligent decisions while product development, manufacturing and comprehend the ideas of bulk production.

Course Content:

Production Management: Production System, Plant Location and Factory Layout, Production Planning and Control Operation management: Definition, objectives, importance , operation management function and management skill; Om decision making , strategy and tactics, OM evaluation

Product development & process selection: product development, product lifecycle, process selection, job shop, batch, assembly line, continuous and project. Process improvement techniques

Performance measurement: work Measurement & its objectives and techniques, work measurement by Time study, work sampling, GSD, Productivity and efficiency calculation Comparative analysis of work measurement techniques

Facility Layout: Product layout, process Layout, cellular layout, fixed position layout, Line balancing

Forecasting: importance of forecasting, qualitative and quantitative techniques. Qualitative (Jury of executive opinion, consumer/market survey, Delphi Method). Qualitative (Naïve approach moving average, weighted moving average, exponential smoothing, exponential smoothing with trend, time series analysis, regression analysis. Forecasting error, MAD, Capacity planning: planning and objectives, design capacity, effective capacity, determinants of Effective capacity, developing capacity alternative, evaluating capacity alternatives

Facility Location: Factors affecting location decision, plant location method, Factor rating System, Center of Gravity Method, service location method, locating service facility Aggregate planning: concept of Aggregate planning, purpose and scope, balancing demand And capacity. Demand option and capacity option. Selecting appropriate options Inventory management: Inventory and its function, objectives of inventory control, ABC Classification, EOQ model, EPQ model, Quantity discount models

Material Requirement Planning: MRP purpose, inputs, BOM, MPs, inventory record, MRP -II

Scheduling: Gantt chart, Bar Chart, CPM and PERT, Time and action plan, priority rules (FCFS, SPT, EDD, Johnson rules).

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Student will be gaining knowledge about managing production processes.

CLO 2: Students will understand how to run operations effectively.

CLO 3: Better understanding of modern production techniques

CLO 4: Better understanding of quality management

CLO 5: Students will be able to management skills needed for the effective operations management.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√		√	√								
CLO 2										√		
CLO 3	√		√									
CLO 4				√								√
Overall	√		√	√						√		√

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1-CLO5	Textbook , WB, Solving Exercise Able to gaining knowledge about managing production processes, modern production techniques, Lecture Video	Assignment , class test , Mid Semester Exam, Semester Final Exam

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
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CLO 1	√		√									
CLO 2					√			√			√	
CLO 3												
CLO 4												
CLO 5												√
Overall	√		√		√			√			√	√

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1 - CLO 5	Lecture, slide presentation	Oral Open Quiz, Oral Open Answering & Assignment, class test, Semester Final Exam

BA 5401: International Trade in Export- Import Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The principal aim of this study is to assess the contribution and significance of foreign trade to the economic growth and development of developing countries. This course will also recommend macroeconomic policies that would further promote international trade in these regions. International trade transactions evolved a customary and regulatory framework to facilitate the smooth flow of cargo from the exporter to the importer and ensure receipt of payment from the importer. The exporter needs to comply with rules, regulations, and trade customs of both the exporting and importing countries. Besides, the exporter on one hand must assure her/him of receiving timely payment, while on the other, the importer must ensure that she/he timely receives the imported cargo in good condition.

Course Content

Introduction: Meaning, Objectives, Advantages and Risks of Exporting for the firms, Considering Factors before making the decision to Export; Name of the Various Service Institutions and Service Providing Business who can help for Exporting and Importing; Name of the Institutions who can assist the Exporters with Research and Planning; Use of Internet for Exporting and Importing. Selecting the Right Name and Obtaining Trade License for New Entrance; Obtaining ERC, IRC, VAT Registration, Membership Certificate and Renewals; Export-Import Business Plan and strategy; Incentives for the Exporters; Government Schemes in Importing for Export Production.

Finding Export Market & Foreign Suppliers for Import: Selecting the Right Export Commodity – Sources of Specific Product Information, Market Factor Assessment; Consideration of Cultural Issues; Mode of Entry to Export Market; Selecting Distribution Channel; Participation in the Trade Fair; Finding Ideas for Products to Import ; Selecting Foreign Suppliers.

Agents and Distributors: Foreign Market Operation; Role of Sales Agents; Criteria for Selecting a Commission Agent or a Distributor; Contents of Commission Agency and Distribution ship Contracts; Termination of Commission Agent; Locating Foreign Representative, Essential Elements of an Export Contract.

Pricing : Pricing – Aspects of Preparing Price Quotation, Way of Price Negotiation, Buyers Preferences for Price, Considering Factors for Preparing Accurate Quotation, Reply of Unsolicited Enquiry, Product Classification for Export Pricing; Evaluating Price Quotation, Elements of Export Costing, Specimen of Price Quotation.

Business Risk Management and Export Financing : Risk Management in Export-Import Business; Type of Risks-Commercial Risk, Political Risk, Risk arising out of Foreign Laws, Cargo Risk, Foreign Exchange Risk, Transferring Risk to a Third Party; Quality and Pre-shipment Inspection-Methods and Procedure of Quality Control and Pre-shipment Inspection, Inspection Agencies. Financing – Identify specific Financial Needs, Financing for Raw Material Purchase, Selection of Bank for Finance, Documents Necessary when Seeking Financing, Security or Collateral.

Customs Clearance of Import and Export Cargo : Clearance of Import Cargo-Stages of Processing Bill of Entry, Examination of Import Cargo, Special Provision; Clearance of Export Cargo-Registration Procedure, Processing of Shipping Bill, Customs Valuation-Methods and Factors of Valuation; Types of Customs Duty, The Harmonized System.

Export-Import Documentation : Collecting Export L/C; Steps for Execution; Opening Back to Back Letter of Credit-Documents used in Back to Back L/C; Role of Bank for Execution of Back to Back L/C. Exporters Responsibility before Delivering the Goods; Common Documents involved in Transportation; Documents Required for Customs Clearance; Documents Required for Clearing Imported Goods; Facilitating Documents; Checking the Documents by the Exporter; Exporter's Steps in Case of Unacceptable Delivery; Documents Need to Claim Payment; Documents Issuing Authority.

Logistics and Modes of Transportation: Marketing Logistics System-The Concept, Logistics Process, Elements of a Logistics System; Role of Freight Forwarder; Mode of Transportation, Importance and Technical Aspects of Packaging; Types of Labeling.

Export Order Processing: Processing an Export Order-Pre-dispatch Procedure, Excise Clearance of Export Goods, General Procedure for Excise Clearance, Sales Tax/VAT Clearance for Exports; Post- dispatch Procedure-Negotiation of Documents, Scrutiny of Documents, Problems with Documents, Negotiation of Discrepant Documents; Foreign Exchange Rate Risk; Realization of Payment; Evaluation of Credit Worthiness of a Foreign Buyer, Export Credit Insurance, Role of Bank in an Export Import Transaction.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To explain and define basic of foreign trade concept.

CLO 2: To understand the pricing calculations and to quote price.

CLO 3: To develop, analyze, and apply time and budget efficient transportation routes.

CLO 4: To know and explain different L/C types and other payment moods.

CLO 5: To learn and apply various definitions and theories for multi-national as well as cross-countries trading purpose.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1			√	√				√				

	Course Learning Outcomes (CLO)			Teaching-Learning Strategy				Assessment Strategy				
	CLO 1 - CLO 5			√Textbook, Solving Exercise				Assignment, Class test, Mid Semester Exam, Final Exam				
CLO 2												
CLO 3		√		√				√				
CLO 4		√						√				
CLO 5			√	√								
Overall		√	√	√				√				

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

BA 5403: Fashion Marketing

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is designed for students' opportunities in various areas marketing, retailing, merchandising, garment export, and lifestyle. The students will get to know about the fashion business of the real world of the fashion industry. Consumerism and the youth population are driving the retail and fashion industries and are expected to keep doing so in the future. The course will explore the principles and theories of fashion and they get concepts of market research, 4ps of marketing, and so on.

Course Content:

Fashion Marketing Basics: Introduction to Fashion Marketing. Understanding the 4Ps and an additional 7Ps of fashion marketing. Analyzing Market Environment SWOT and PEST Analysis, Consumer Studies, Segmentation strategies. Understanding the importance of stewardship, ethical responsibilities and sustainability in regards to fashion.

Product Analysis: Understanding Product Analysis. Analyzing Fashion Cycle and Product Portfolio Analysis (Boston Matrix). Conceptualization of Branding, Brand Management and E-Branding. Porter's Five Forces Analysis. Introduction to Internet Marketing Trend and Forecasting Analysis of Clothing and Accessories. Preparation of Trend Board. Understanding Research and Development. Understanding Commercial and Luxury Fashion.

Buying and Logistics: Understanding the difference between B2B and B2C aspect of fashion. Fashion Supply Chain Analysis. Understanding the Roles and Responsibilities of Fashion Buyers. Relation Analysis with Buyers and Manufacturers. Understanding the concept of Fashion Retail.

Fashion Promotion: Understanding the Promotional Mix and the Four Dimensions of Fashion Promotion. Analysis of Integrated Fashion Communication. Online Promotional strategies. Understanding the importance of Public Relations, Viral Advertising and Social Network Marketing. Preparation of Fashion Communication Model including Budget Analysis. Introduction to Visual Merchandising and its promotional techniques. Preparing Press Releases and Creative Briefs.

Pricing in Fashion: Conceptualization of various pricing methodologies adopted for various fashion products. Understanding the Value Chain Analysis. Analysis of Consumer spending patterns of various target markets. Relationship between pricing strategies involved while executing sustainable fashion operations. Break Even Analysis.

Consumer Analysis: Understanding the stages of purchase behavior. Understanding the social and psychological factors involved in consumer choices. Introduction to Consumerism in Fashion. Methods of identifying Niche markets in fashion. Understanding the fashion movement theory Trickle Up, down, across, fashion leaders and followers.

Assignments and Research: Understanding the various research methods used to collect and analyze primary and secondary data. Conceptualization of plagiarism, referencing and the ensuing rules regulations associated with market research and reports. The rules and regulations regarding assignments and research will be provided by the course teacher.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Students will acquire knowledge about basics of fashion marketing, relevant information from a range of sources to support critical analysis and problem solving.

CLO 2: Students will get comprehensive training in management and business for the garments industry with strong intellectual as well analytical and professional skills.

CLO 3: They can be able to manage different brands, analyze products, marketing and get specific trendy products.

CLO 4: Students can develop themselves as entrepreneurs, digital marketers, merchandisers, buyers, trend forecasters, and creative directors in the future.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1	√											
CLO 2	√		√									
CLO 3	√				√				√			
CLO 4	√			√	√				√	√	√	√
Overall	√		√	√	√				√	√	√	√

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1- CLO 4	Lecture, Slide Presentation	Oral Open answering, Oral Open Quiz, Oral Analytical expression, Assignment and Presentation

MAM 5400: Project & Thesis

Credits: 3.00

Contact hours: 6.0 hrs. /week.

Rationale of the Course:

This course is to demonstrate a thorough knowledge of the research project carried out during the bachelor's thesis preparation. The thesis project is an autonomous and first-hand experience in which the student can apply the knowledge learned in this course's teachings to a research project and can expand their creative knowledge to implement the fashion designing career. The thesis project consists of collecting data and learning novel and emerging research technologies, experimental data acquisition systems, and analytical methods to address different biological questions.

Course Content:

Guideline for Project & Thesis (Research paper)

1. Types of Project Work Can be: a) Comparative study b) Case study c) Experimental d) Analytical
2. Every group of student (maximum-5) must receive a special topic from the supervisor (faculty) for the final project work.
3. Any duplication in the project is strictly prohibited.
4. All students should prepare their report in the prescribed format under the given headings.

The Comprehensive Viva and project work presentation will cover the entire MAM courses of study and making policy will decide the BA/AMT, FDT department.

A separate handbook is prepared as a guide line for report writing.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: To be able to identify problem using associated merchandising, garments and textiles career.

CLO 2: To be able to criticize others research outcomes to achieve new or modified idea.

CLO 3: To formulate a plan for research outcomes and construct a successful project

CLO 4: To be capable of analyzing the research outcomes by verifying with others work.

CLO 5: To be able to know the characteristics of quality research publications and data.

[illegible]

CLO 3											√	
CLO 4											√	
CLO 5												
Overall	√			√	√				√	√	√	

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1 - CLO 5	Group Study, Slide Presentation, Group Discussion, Lecture Note & Slide Presentation	Questionnaire, Assignment & Observe

MAM 5002: Industrial Attachment - 8 weeks

Credits: 3.00

Contact Hours: 3.0 hrs. /week

Rationale of the Course:

Students will enroll themselves in an organization/ industry (Fashion studio, Fashion Design House, Textile or Apparel Industry) as an internship for 4 weeks. As an intern, student will select a topic for his/ her internship report, with the discussion of the organization and advisor. Prescribed format of Report writing will be collected from the students by the office of Head of the respective Department. No specific class hour will be assigned for this course. A separated handbook is prepared as a guideline for report writing

Course Content

Students will enroll themselves in an industry/organization [Fashion Studio, Fashion design house, Textile or apparel industry] as an internship for 4 weeks. As an intern, student will select a topic for his/her internship report, with the discussion of the organization and advisor. Specific Report Format will be provided from the office of the Head of the Department FDT. No specific class hour will be assigned for this course. A separate handbook is prepared as a guide line for report writing.

Mapping Course Learning Outcomes (CLOs) with PLOs

CLO 1: Provides students the opportunity to test their interest in a particular career before permanent commitments are made.

CLO 2: To develop skills and techniques directly applicable to their careers.

CLO 3: Internship will increase the sense of responsibilities and good work habits.

CLO 4: To enhance the ability to improve student's creativity skills and sharing ideas.

CLO 5: To develop skills in the application of theories for practical working situations.

Course Learning Outcomes (CLO)	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1		√	√									
CLO 2	√		√			√						
CLO 3	√	√				√						
CLO 4	√		√									
CLO 5		√	√			√						
Overall	√	√	√			√						

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

Course Learning Outcomes (CLO)	Teaching-Learning Strategy	Assessment Strategy
CLO 1 – CLO 5	Textbook, Practical Training	Internship Report