

Tentative Core Subjects of 14100

Fashion Technology	Fashion & Textile Design	Fashion & Textile Marketing & Merchandising	Fashion Retailing
<ul style="list-style-type: none"> - Coloration & Finishing Technology - Fabric Technology I - Apparel Technology II - Quality Evaluation for Fashion & Textiles - Final Year Project Preparation - CAD/CAM for Fashion & Textiles - Analytical Methods for Fashion Business - Apparel Production - Fabric Technology II - Fashion Product Development - Pattern Construction & Development - Final Year Project - Colour Management & Technology - Information System in the Fashion Business - Quality Management in Fashion & Textiles 	<ul style="list-style-type: none"> - Advanced Fashion Design - Textile Design - Apparel Technology II - Knitwear Design - Final Year Project Preparation - Fashion Visualisation - Colour & Fashion Trends - Garment Pattern & Sample Development - Design Project - Fashion Presentations - Final Year Project - Portfolio Development - Design Collection Forum - Professional Practice of Design 	<ul style="list-style-type: none"> - Fashion Consumer Behaviour - Fashion Finance - Merchandising Management - Quality Evaluation for Fashion & Textiles - Final Year Project Preparation - Fashion Supply Chain Management - Analytical Methods for Fashion Business - Global Fashion Marketing - Fashion Marketing Research - Fashion Product Development - International Business for Fashion & Textiles - Final Year Project - Information System in the Fashion Business - Quality Management in Fashion & Textiles - Strategic Fashion Management 	<ul style="list-style-type: none"> - Fashion Consumer Behaviour - Fashion Retail Operations Management - Fashion Distribution & Logistics - Fashion Product Analysis - Final Year Project Preparation - Fashion Visual Merchandising - Analytical Methods for Fashion Business - Colour & Fashion Trends - Fashion Retail Buying - Fashion Retail Information Systems - Fashion Retail Promotion - Final Year Project - Fashion Brand Management - Strategic Fashion Management - International Fashion Retailing

KEYWORD SYLLABUS

Code	Subject
ITC 3762	Advanced Fashion Design
ITC 3694	Analytical Methods for Fashion Business
ITC 3661	Apparel Production
ITC 3693	Apparel Technology II
ITC 3666	CAD/CAM for Fashion & Textiles
ITC 3667	Coloration & Finishing Technology
ITC 3790	Colour & Fashion Trends
ITC 4661	Colour Management & Technology
ITC 4763	Design Collection Forum
ITC 4760	Design Project
ITC 3664	Fabric Technology I
ITC 4663	Fabric Technology II
ITC 4882	Fashion Brand Management
ITC 3991	Fashion Consumer Behaviour
ITC 3864	Fashion Distribution & Logistics
ITC 3964	Fashion Finance
ITC 3966	Fashion Marketing Research
ITC 3765	Fashion Presentations
ITC 3863	Fashion Product Analysis
ITC 4660	Fashion Product Development
ITC 3861	Fashion Retail Buying
ITC 4863	Fashion Retail Information Systems
ITC 3860	Fashion Retail Operations Management
ITC 4860	Fashion Retail Promotion
ITC 3967	Fashion Supply Chain Management
ITC 3862	Fashion Visual Merchandising
ITC 3764	Fashion Visualization
ITC 4692	Final Year Project
ITC 3690	Final Year Project Preparation
ITC 3763	Garment Pattern & Sample Development
ITC 3968	Global Fashion Marketing
ITC 4691	Information System in the Fashion Business
ITC 4961	International Business for Fashion & Textiles
ITC 4862	International Fashion Retailing
ITC 3761	Knitwear Design
ITC 3965	Merchandising Management
ITC 3665	Pattern Construction & Development
ITC 4761	Portfolio Development
ITC 4780	Professional Practice of Design
ITC 3692	Quality Evaluation for Fashion & Textiles
ITC 4992	Quality Management in Fashion & Textiles
ITC 4990	Strategic Fashion Management
ITC 3760	Textile Design

Subject Code : ITC 3762

Subject Title : Advanced Fashion Design

Keywords Syllabus :

- (I) Fashion and Aesthetics
Evaluation of fashion in light of different schools of aesthetics.
- (II) Fashion Movements
Understanding of major art and design movements and their influences on fashion.
- (III) Manipulation of Design Elements and Principles for Creative Ideas
Manipulation of silhouette, proportion, texture, pattern and prints, colour, fabric, cut, details, and fashion accessories for creating original fashion statements.
- (IV) Advanced Techniques in Fashion Visualisation
Deployment of advanced visualisation skills and techniques toward effective presentation of fashion concepts and ideas.
- (V) Knowledge of the Styles and Design Philosophies of Key Fashion Designers
Knowledge of key couturiers and ready-to-wear designers and their styles and how they influenced the contemporary fashion.
- (VI) Advanced Fashion Styling and Co-ordination
Creation of fashion stories and themes in fashion design.
Development of design theories for advanced styling and co-ordination.

Subject Code : ITC 3694

Subject Title : Analytical Methods for Fashion Business

Keywords Syllabus :

- (I) Descriptive Statistics
Presenting fashion business data in a useful, informative and concise manner using the appropriate tables, charts and graphs, and statistical measures of central tendency and spread such as mean, median, mode, inter-quartile range, standard deviation, coefficient of variation for decision making.
- (II) Decision Analysis Using Probability Principles
Determining probability by counting of out-comes and tree diagram. The addition and multiplication probability rules, conditional probability. Decision tree, decision making under competition, randomised decisions, Bayes decision rule.
- (III) Theoretical Distribution
The Normal, Binomial and Poisson distributions - examples, interpretation, examples of applications in fashion business.
- (IV) Planning and Performing Business Research
Sampling methods: random, stratified, quota, cluster. Sampling distribution of the mean. Determination of sample size. Inference about means, variances and proportions. Interpretation of statistical output of software packages, e.g. SPSS.
- (V) Regression and Correlation of Business Variables
Simple linear regression and multiple linear regression, practical examples in fashion business. Interpretation of correlation coefficient, rank correlation. Application of cross-tabulation with nominal data type.
- (VI) Analysis of Business Research
Searching for hidden dimensions from a large number of variables using Factor Analysis. Grouping similar objects (respondents, products etc.) into clusters using Cluster Analysis.

Subject Code : ITC 3661

Subject Title : Apparel Production

Keywords Syllabus :

- (I) Apparel Pre-production Operations
Relationship between marker making, spreading, cutting and sorting. Cut order planning and material utilisation. Quality, costs and productivity of pre-production operations. Equipment used to carry out pre-production operations.
- (II) Apparel Production Operations
Systems of assembly and flow of operations. Throughput and work in process. Apparel production systems and line balancing. Modular manufacturing systems and employee empowerment. Scheduling and capacity planning.
- (III) Apparel Finishing Operations
Pressing and packaging operations. Inspection and quality control of finished garments.
- (IV) Facilities and Location Management
Plant layout and materials handling. Location decision. Production sourcing and offshore manufacturing.
- (V) Productivity and Flexibility
Apparel engineering, method analysis and work measurement. Management of production flexibility and start-up management.
- (VI) Payment Systems
The economics of piecework systems. Issues relating to the use of piecework system and quick response environment. Group incentives.

Subject Code : ITC 3693

Subject Title : Apparel Technology II

Keywords Syllabus :

- (I) Making-up methods of apparel products
The sewing up sequences and techniques for the making up of various apparel products
- (II) Enabling Technologies for Making-Up
The equipments and the techniques involved in the apparel making up operations (e.g., cutting, fusing, sewing, pressing, and finishing operations)
- (III) Problems Encountered in Apparel production
The characteristics, causes, and the remedies of various types of production problems such as the spreading and cutting problems, fusing problems, sewing problems, and pressing problems

Subject Code : ITC 3666

Subject Title : CAD/CAM for the Fashion & Textiles

Keywords Syllabus :

- (I) Introduction to CAD/CAM
CAD and CAM Definition
Functions of CAD and CAM
A Brief History of CAD/CAM systems used in Fashion Industry
Driving Forces Behind CAD/CAM Systems
- (II) Computer Aided Design
Hardware and Software Requirements in CAD
Graphics in CAD
Geometric Modelling Techniques
Rendering Techniques
- (III) Computer Aided Manufacturing
Numeric Control
Computer-Aided Process Planning
Computer Process Control
- (IV) Enabling Technology for Integration of CAD and CAM
Networking
Distributed Database System
- (V) Application of CAD/CAM in Fashion Industry
Yarn & Fabric Design
Simulation of Yarn & Fabric Colour and Structure Effect
Pattern Drafting
Computerized Cutting Systems
Grading
Marker Planning
Embroidery

Subject Code : ITC 3667

Subject Title : Coloration & Finishing Technology

Keywords Syllabus :

(I) Preparation

Chemistry, mechanism and technology of preparatory process for popular textile fibres.

Machinery used for textile preparation and the selection on control parameters.

(II) Coloration

Dyeing - Application of selected dye classes on popular textile fibres by exhaustion and continuous techniques.

Dyeing operations and machinery set up for wovens, knits and speciality goods.

Factors affecting dyeing, process parameters and control.

Automation of dyeing cycles and ancillary operation.

Printing - Textile thickeners - chemistry and theology.

Printing methods and equipments.

Mechanism of fixation and washing-off of prints.

Printing faults and their preventions.

Automatic color kitchens.

(III) Finishing

Chemistry, mechanism and technology of finishing process for stability, textural and functional effects.

Qualitative and quantitative evaluations on finishing effect.

Energy conversation in textile finishing.

Environmental friendly finishes.

Subject Code : ITC 3790

Subject Title : Colour & Fashion Trends

Keywords Syllabus :

- (I) Color Development and Use
The principles and the application of color combinations and proportions in global fashion and textile markets.
- (II) Color Systems
Description and commercial application of color order systems and the international system of color specification. The use of color systems in conveying an accurate color message between designers and manufacturers.
- (III) Color and Culture
Cultural color preferences. Color psychology.
- (IV) Analysis of Fashion Trends
Historical fashion trend evolution. Analysis of the components of fashion trends. Techniques of fashion trend forecasting.
- (V) Fashion Trends and their Impact on Fashion Business
Fashion trend implications for product development. Case studies in fashion and color trends, analysis and its impact on the fashion business.
- (VI) Color and Fashion Trend Sources
Analysis of different types of commercial forecasters and complementary suppliers of color and fashion trend information.

Subject Code : ITC 4661

Subject Title : Colour Management & Technology

Keywords Syllabus :

- (I) The basic concepts of light, object, visual system, and colour mixing
Interaction of light and object, absorption, reflection, transmission, scattering, fluorescence and their relationship with colour. Interaction of light with visual system, introduction of the physiological and psychological aspects of colour vision, detection of defective colour vision. Additive colour mixing, subtractive colour mixing and their applications.
- (II) Methods of colour specification, communication, and colour management instrumentation
Three dimensional nature of colour, colour order systems, CIE standard illuminants and observers, CIE colour specification system, CIE uniform colour space, methods of colour communication. Instrumental colour measurement, calibration and operation; optical arrangements; sample presentations, precision & accuracy.
- (III) Visual and instrument colour quality evaluation
Visual colour quality evaluation and its requirements for light sources, viewing conditions. Colour fastness evaluation. Colour difference equations and its application in colour quality control. Colour tolerance setting, shade sorting
- (IV) Quantitative analysis of colorants in dyeing processes
Kubelka-Munk theory, its characteristics and limitations, modern computer colorant formulation, evaluation of colour strength in dyeing.
- (V) Metamerism, colour constancy
Overview of the various types of metamerism; introduction to colour constancy and its significance on colour reproduction.

Subject Code : ITC 4763

Subject Title : Design Collection Forum

Keywords Syllabus :

- (I) An Introspection of Major Fashion Styles and Fashion Designer Icons
- (II) Analysis, Evaluation and Critical Appraisal of the Elements in the Formulation of a Fashion Design Collection to Identify Strong Signature Style.
- (III) Appreciate the Commercial Constraints and Freedom Inherent in the Design Development of the Fashion Collection
- (IV) Introspection for the Cultivation of a Fashion Statement and Identity
- (V) A Holistic Presentation of a Fashion Collection with all the Visual and Contextual Material.

Subject Code : ITC 4760

Subject Title : Design Project

Keywords Syllabus :

- (I) Inspiration
Idea sourcing.
Research and adaptation.
Exposure to new ideas to encourage originality of thought.
- (II) Theme and Direction for Design Brief
Fabric theme.
Colour story.
Concept and direction.
Formulation of design brief.
- (III) Visualisation and Communication
Ideas sheets.
Organisation of illustrated designs into group/story.
Presentation drawings/illustrations.
Production drawings for sample development.
- (IV) Fabric Selection
Sourcing of fabrics available in the marketplace.
Analysis of functional and aesthetic characteristics of fabrics.
Selection of fabric for end usage.
- (V) Realisation
Pattern construction and development.
Toile preparation.
Making-up and finishing process of prototypes.
- (VI) Consolidation of Collection for Realisation and Presentation
From toiles to actual garments.
Pattern adaptation and development.
Making-up process.
Fitting on workstand.
Modification for material and production constraints.
- (VII) Co-ordination with Accessories
Selection of accessories for co-ordination.
Use of accessories to enhance the total look
- (VIII) Presentation of Collection
Creation of concept boards, mood boards and illustration boards.
Methods of displaying the fashion collection.
Techniques of presentation for selection.

Subject Code : ITC 3664

Subject Title : Fabric Technology I

Keywords Syllabus :

- (I) Knitted Fabric Technology
 - Plating techniques in weft knitting
 - Knitting of fleecy and high pile fabrics
 - Knitting of jacquard and structural design
 - Definition and basic fabric formation of warp knitted fabrics
 - Design principles of warp knitted structures
 - Crochet products

- (II) Woven Fabric Technology
 - Principles of dobby and Jacquard systems
 - Principles of rapier, air jet, water jet, projectile weft insertion systems
 - Fabric Design: Color and weave effect
 - Fabric Design: Advanced weaves

- (III) Non-woven fabric Technologies
 - Parallel, random and cross-laid webs
 - Needle punched, spun lace, stitch and spun bonded non-woven technologies
 - The comparison among the above non-woven technologies and fabrics

Subject Code : ITC 4663

Subject Title : Fabric Technology II

Keywords Syllabus :

(I) Knitted Fabric Technology

Needle selection principles applied in weft knitting for different purposes

Double jersey structures and their knitting parameters

Essential elements in fully fashioned knitting

Binding off, v-neck formation, intarsia knitting and loop transfer pattern

Recently developments in knitting

(II) Woven and other Fabric Technology

Tri-axial woven fabrics,

Circular woven fabrics and machines

Three-dimensional structured fabrics from weaving, braiding and other processes

Compound fabrics from laminations and their applications.

- New features of weaving machines
- Special types of weaving machines such as multiphase

Subject Code : ITC 4882

Subject Title : Fashion Brand Management

Keywords Syllabus :

- (I) Fundamentals of fashion brand
Concept of fashion brand equity, awareness, identity, image, elements, personality, & positioning
- (II) Strategies to build and sustain fashion brand equity
Marketing strategies;
Communication strategies;
Fashion brand extensions;
Reinforcing & revitalizing fashion brands;
- (III) Measuring fashion brand equity
Quantitative and qualitative methods;
Brand equity measurement system;
Brand valuation
- (IV) Globalization of fashion brands
Managing brands over geographical boundaries
Building brands across different cultures and market segments

Subject Code : ITC 3991

Subject Title : Fashion Consumer Behaviour

Keywords Syllabus :

- (I) Consumer Behaviour and Marketing Strategies
The role of consumer behavior in marketing
Consumer behavior and target marketing
Consumer behavior and marketing mix
- (II) Fashion Consumer Decision Making
Types of consumer decisions
Consumer involvement
The decision process
- (III) Individual Determinants of Consumer Behaviour
Demographic factors
Psychographics, personality, and self
Consumer motivation
Consumer knowledge
Intention, attitudes, beliefs, and feelings
Consumer perception
- (IV) Environmental Influences on Consumer Behaviour
Culture and value
Family influences
Group and personal influences

Subject Code : ITC 3864

Subject Title : Fashion Distribution & Logistics

Keywords Syllabus :

- (I) Overview of Fashion Distribution
Basic concepts of fashion distribution
Interrelationship of distribution and marketing
Role and contributions of distribution in fashion retailing
- (II) Fashion Distribution Channel
Structure of the fashion distribution channel
Characteristics and functions of channel members
Design and management of a fashion distribution channel
Channel organization and integration
- (III) Channel Behavior and Buyer-Seller Relationship
Channel competition
Channel power and dominance
Channel conflict and resolution
Building and sustaining buyer-seller relationship
- (IV) Fundamentals of Physical Distribution
Basic concepts of physical distribution
Logistics elements in fashion distribution
Total logistics concepts
- (V) Logistics Operations and Management for Fashion Distribution
Logistics system for fashion distribution
Merchandise receiving and handling, storing and warehousing, marshalling and scheduling, and delivery and dispatching
In-store logistics
Logistical considerations in floor layout, merchandise storing and display, and traffic control within a fashion retail store
- (VI) Location of Facilities
Logistical considerations in facility location
Location decisions of various channel members
Location strategies
- (VII) International Fashion Distribution
Major considerations in international fashion distribution
International production and wholesaling centers
International fashion marketing and distribution
International logistics management

Subject Code : ITC 3964

Subject Title : Fashion Finance

Keywords Syllabus :

- (I) Basic Financial Statements for the Fashion Business
Statement of financial position (balance sheet)
Income statement
Statement of cash flows
- (II) Costs and Costing Concepts in Fashion Merchandising and Retailing Activities
Cost concepts, classification types, costing systems
Cost information for management planning, control and evaluation
- (III) Cost Behaviour and Cost-volume-profit Analysis
Contribution margin and contribution margin ratio
Break-even concept
Price markup and markdown
Profit and loss statements merchandising/retail operations
- (IV) Capital Budgeting (Quantitative Methods)
Basic concepts of discounted cash flow and annuity
Evaluation methods: payback period, annual rate of return, net present value, and internal rate of return
Their merits and limitations
- (V) Cost and Costing Practices in Fashion Business
Critical cost items in the fashion merchandising and retail practices
Practical cost estimation for fashion products and related technologies applied for cost performance improvement
- (VI) Interpretation and Assessment of Financial Information
Gross and net profit margins
Ratios and comparative analysis

Subject Code : ITC 3966

Subject Title : Fashion Marketing Research

Keywords Syllabus :

- (I) Introduction
Functions of marketing research in fashion businesses
Use of research findings for marketing decisions and action plans

- (II) Techniques
Translation of business and marketing problems into research issues and design
Survey design and data source collation
Data types and collection methods
Sample Design and statistical inference
Model building and analysis methods

- (III) Behavioural Science Techniques
Measurement of fashion product and buying beliefs and attitudes
Multidimensional scaling
Fashion preference and purchasing measurement

- (IV) Major Areas of Applications
Estimating market potential
New product development requirements
Market testing
Fashion forecasting and segmentation
Promotion effectiveness in fashion businesses
Determination of fashion image concepts and fashion product positioning

- (V) Industrial and International Marketing Research
Industry buying process analysis
Distribution performance measurements
Fashion sale forecast and budgeting
Problems of cultural research

Subject Code : ITC 3765

Subject Title : Fashion Presentations

Keywords Syllabus :

- (I) Fundamentals of Visual Presentation
Trends.
Basic creative settings.
Aspects of visual presentation.
- (II) Promotion
Channels of distribution.
Product identification.
Graphics and signage
- (III) Store Window
Techniques of display
Interior composition.
- (IV) Trade Show
Fashion show.
Exhibitions.
Static displays.
Signage and promotion.
- (V) Future of Visual Presentation
Changing face of marketing.
Technological influences.

Subject Code : ITC 3863

Subject Title : Fashion Product Analysis

Keywords Syllabus :

(I) Importance of Physical Testing

The need of standard testing; standard testing conditions, effect of relative humidity on textile properties; voluntary standards and government regulations, e.g. fibre content labeling, care labeling and regulations on safety.

(II) Performance and Durability

Testing of fabric properties such as tensile strength, tearing strength, bursting strength, seam strength and seam slippage.

Abrasion resistance testing methods; appearance and colour change due to abrasion, e.g. pilling and snagging.

Testing of shape and dimensional change in laundering and dry cleaning; fabric skew and bow measurement.

Colour fastness tests on dyed fashion products against light, washing, perspiration and crocking.

Fabric hand evaluation using FAST and KES-F systems.

(III) Apparel Product Requirements and Analysis

Sources of product and quality standards for apparel.

Visual assessment and inspection on different finished garment.

Use of size specification; control and evaluation of fit.

(IV) Stitch, Seam and Edge Treatment Performance

Analysis and evaluation of the performance of stitch, seam and edge treatment of a garment; understanding the causes and solution of sewing problems including seam pucker, bulk seam, raw edge, seam grin etc.

(V) Findings and Trim Performance

Evaluation of the aesthetic and functional performance of trims and findings including threads, closures and underlying fabrics. Understanding the causes and solution of fusing problems including strike through, strike back etc.

Subject Code : ITC 4660

Subject Title : Fashion Product Development

Keywords Syllabus :

- (I) Creativity and Brainstorming
General approach begins with the “mechanisms” for idea generation, pooling ideas, bringing concepts to an organized form, making decisions on activities, agreeing on time schedules and putting concepts into the framework of concrete proposals.
- (II) Market and Consumer Analysis
Specialized market and consumer research methods and tools developed for identifying consumers’ physiological needs and psychological wants, perceptions, attitudes and preferences towards textile and apparel products.
- (III) International Textile Market and Consumer Trends
The current consumer trends in world textiles and apparel product markets, the consumer attitudes and preferences towards different fibers and garments, the fundamental psychological and physiological factors in consumer’s requirements for clothing and textile products.
- (IV) Product Technical Analysis
Scientific principals and technological utilization in product development, product analysis against consumer perceptions, attitudes, preferences, needs and wants, development of product technical specifications.
- (V) Product Innovation Trends
Product innovation trends, methodology and product strategies in world textile and apparel product market, especially employed by fiber manufacturers, clothing manufacturers and multi-national companies.
- (VI) Integrative Product Development
Integration of product development with market segmentation, market targeting, product positioning, profit margin, production capacity, properties of textile materials, clothing functional design and technical labelling and specification of apparel products.

Subject Code : ITC 3861
Subject Title : Fashion Retail Buying

Keywords Syllabus :

- (I) Introduction to Fashion Retail Buying
Basic concepts and overview of retail buying
Buying for different types of retail institutions
- (II) The Fundamentals of Fashion Buying
Understanding the fashion consumers
Fashion buying preparation and forecast
Planning and control of merchandise assortment
Seasonal sales plan and buy plan
Open-to-buy analysis
- (III) The Merchandise Management
Financial aspects of merchandising plan
Merchandise budget plan
Inventory management
- (IV) The Merchandise Strategies
Product development strategy
Testing of new merchandise
Private label and import programs
Ordering and the replenishment process
End of season merchandise strategies
Pricing strategies and practice
- (V) The Sourcing Strategies
The global marketplace
Evaluating and buying from domestic or foreign markets
Fashion markets review
Buyer / Vendor relationship and negotiation
- (VI) Current trends and research issues
Case studies of buying strategies of fashion retailers
Research and analysis of current trends
Dynamic changes in fashion buying of retail environment

Subject Code : ITC 4863
Subject Title : Fashion Retail Information Systems
Keywords Syllabus :

- (I) Introduction
- What is an information system?
 - Evolution of business information systems.
 - The known applications of information systems for fashion retailers.
- (II) Information systems, organizations, management, and strategy, for fashion retailers
- The three dimension in information systems.
 - The changing role of information systems.
 - Fashion retail managers, decision making, and information systems.
 - Information systems and business strategies.
- (III) Management Issues in electronic commerce and electronic business for fashion retailing
- Electronic commerce and customer-centered fashion retailing
 - Electronic business and the digital firm.
 - Intranet.
- (IV) Enterprise systems for fashion retailing
- Meaning of the enterprise systems.
 - Enterprise systems with management strategies.
- (V) Redesigning the retail organization with information systems
- Systems as planned organizational changes.
 - Business process re-engineering and process improvement.
 - Overview of systems development.
- (VI) Understanding the business value of systems and managing change.
- Quantitative and qualitative values of information systems.
 - The importance of change management in information systems success and failure for fashion retailers.
 - Managing implementation.
- (VII) Information systems and the fashion retail supply chains
- Supply chain management.
 - Information systems' applications for supply chain management.
 - Sense-and-response strategy.
- (VIII) Information systems security and control for fashion retail information systems
- System vulnerability and abuse.
 - Creating a control environment.
 - Ensuring system quality.
 - Reliability analysis.

- (IX) Ethical and social impacts of fashion retail information systems
- Understanding ethical and social issues related to information systems.
 - Moral dimensions of information systems.
- (X) Special topics in fashion retail information systems
- Contemporary issues in fashion retail information systems.

Subject Code : ITC 3860

Subject Title : Fashion Retail Operations Management

Keywords Syllabus :

- (I) Retail Organization and Structure
Functions of retail organisations
Organization design issues
- (II) Retail Human Resource Management
Fashion retail human resource environment
Motivation and leadership
Employee recruitment and selection
Employee appraisal and compensation
Training and supervision
- (III) Retail Customer Service
Nature of customer service
Customer evaluation of service quality
Effective selling
- (IV) Retail Location Analysis
Trade-area Analysis
Site Selection
Location planning techniques
- (V) Financial Systems in Retail Operations
Profit planning
Asset management
Budgeting
Resource allocation
- (VI) Store Layout
Store Layout planning
Size and Space allocation
Store Atmosphere
- (VII) Store Merchandise Maintenance
Store Security
Inventory management

Subject Code : ITC 4860
Subject Title : Fashion Retail Promotion

Keywords Syllabus :

- (I) The Role of Fashion Promotion
Promotion objectives
Promotion planning
Budget planning
- (II) Fashion Advertising and the Creative Process
Functions of fashion advertising
Mass communication models
Creative strategy development
Understanding the fashion image
Brand building
- (III) Fashion Promotional Media
Advertising media planning
Above-the-line media
Below-the-line media
Internet advertising
- (IV) Retail Sales Promotion
Importance of sales promotion
Promotional strategies and techniques
Problems and risks
- (V) Publicity and Public Relations
Public relations functions
Publicity elements and outlets
Publicity vs advertising
- (VI) Fashion Special Events
Setting goals for special events
Focus of special events : institutional, merchandise
Fashion Shows
- (VII) Measuring The Effectiveness of Fashion Promotions
Evaluation and accountability
Social impact and ethical concerns
- (VIII) Global Nature of Fashion Promotion
Analysis of the international promotional trends
Current issues in international promotions

Subject Code : ITC 3967
Subject Title : Fashion Supply Chain Management

Keywords Syllabus :

- (I) Fashion Supply Chain Management
Fundamentals of supply chain management
Sourcing and logistics in supply chain management
- (II) Procurement and Outsourcing in the Fashion Industry
Benefits and risks of outsourcing
Searching, evaluating, and maintaining sources of supply
Make-buy decisions
Single-multiple sourcing decisions
Domestic-global sourcing decisions
- (III) Logistical Operations Management
The scope of business logistics
Types of inventories
Economic order quantity
Concurrent and parallel processing
Push, pull and push-pull systems
Supplier integration
- (IV) Fashion Supply Chain Modeling
Pipeline modeling for traditional, quick response and vendor-managed supply

Subject Code : ITC 3862

Subject Title : Fashion Visual Merchandising

Keywords Syllabus :

- (I) The History and Development of Fashion Visual Merchandising.
Tracing the historical development of “ window dressing”
- (II) Fashion Visual Merchandising – the ‘Face’ of the Fashion Retail Store.
Store image, positioning and competitive marketing edge.
Different types of retail stores and concepts.
- (III) Environments of Visual Merchandising
Store exteriors, interiors and windows – image, atmosphere & theatrics.
- (IV) Elements of Visual Merchandising.
Strategic use and deployment of such elements for maximum impact and results.
Display props, fixtures, mannequins, floral, signage & graphics.
- (V) Design Principles and Composition
Balance and emphasis
Harmony, proportion and rhythm
- (VI) The Theories of Color
Color definitions, systems and schemes.
- (VII) Lighting and Sound Effects
Light and sound as selling tools.
- (VIII) Functions of Visual Merchandising
Store Image
Corporate Brand Image
- (IX) Evaluating Visual Merchandising Proposals/Ideas
Planning, budgeting & cost control in visual merchandising.
- (X) Future Trends of Fashion Retailing and Visual Merchandising
Visual merchandising strategies
Visual Merchandising in the world of E-tailing; on the Internet.

Subject Code : ITC 3764

Subject Title : Fashion Visualization

Keywords Syllabus :

- (I) Fundamentals of Fashion Illustration and Expression
Basic concept
The evolution of fashion illustrations
Visual communication skill

- (II) Techniques of Fashion Illustration
Use of various medium tools
Rendering techniques
Technical research and analysis

- (III) Fashion Expressions in the Fashion Industry
Market influences
Focus and approach
Design concepts and style direction

Subject Code : ITC 4692
Subject Title : Final Year Project
Keywords Syllabus :

The project must be of a standard appropriate to an honours degree, the topic of which should best be related to a realistic problem. Strategic research topics taking into consideration the situation of the Hong Kong fashion and textile industry are encouraged. The project should then require the student to apply his intellect through a wide variety of activities to arrive at appropriate solutions.

The project provides students with the opportunity to both develop and demonstrate their ability to think independently. It will develop their understanding of a specific topic area. On completion, the research works in the form of thesis is presented.

By defining objectives, planning a schedule of work, cooperating with supervisors and other personnel, reading relevant research to the topic and prioritising, organising and presenting findings, students' communication skills will also be greatly enhanced.

Final drafts (approved by supervisor) of project report have to be submitted to the Programme Project Sub-committee. As part of the monitoring system, progress reports have to be submitted.

Subject Code : ITC 3690

Subject Title : Final Year Project Preparation

Keywords Syllabus :

- (I) About the Final Year Project
 - Purpose of the final year project
 - Requirements of final year project
 - Planning and scheduling of project implementation
 - Final year project supervisor

- (II) Conducting Research Project
 - Types of research
 - Selection of a suitable research topic
 - Literature search and review
 - Setting objectives
 - Data collection
 - Data analysis
 - Result interpretation

- (III) Thesis Composition
 - Major parts of a thesis
 - Format requirements and suggestions
 - Reference styles
 - Common problems and errors in previous theses

- (IV) Final Year Project Proposal
 - Major parts of the proposal

Subject Code : ITC 3763

Subject Title : Garment Pattern & Sample Development

Keywords Syllabus :

- (I) Pattern Development and Engineering for More Complex Styles
Skills and techniques in development of more complex styles of dresses, trousers and jackets.
Application of pattern engineering to conform to quality shapes and fits.
- (II) Skills and Techniques in Sampling Development
Understanding the practical process in garment sampling.
Advanced skills in sewing and sampling manufacture.
Evaluation of sample materials to perform design realisation, style function and fit.
- (III) Pattern Alteration in Garment Fitting
Fitting process in sample design realisation.
Aspects of fashion fitting and functional fitting.
Pattern adjustment and improvement.

Subject Code : ITC 3968
Subject Title : Global Fashion Marketing

Keywords Syllabus :

- (I) Fundamentals of International Marketing
Environment of international marketing
Global competitive analysis
Cultural analysis for international marketing
Fashion business environment of China

- (II) Foreign Entry
International market research
Export expansion
Licensing, strategic alliances, and FDI
Case studies: the China experiences

- (III) Local Markets Analysis
Local buyer behavior
The mature markets: America, Europe, Japan, and Australia
The new growth markets: Asia, Latin America, Middle East
The emerging markets: Russia and East Europe, developing countries
The China market

- (IV) International Marketing Management
International segmentation and positioning
International marketing mix: product, pricing, distribution, and promotion
Case studies: the China experiences

Subject Code : ITC 4691

Subject Title : Information System in the Fashion Business

Keywords Syllabus :

- (I) Introduction to Information Systems
Functions of Information Systems
Classification of Information Systems
Role of Information Systems in an Organization
Information Management in an Organization
Strategic Planning for Information Resources in an Organization

- (II) Information Resources
Computing Resources
Communications Resources
Data Management Systems

- (III) Systems Development
The System Development Life Cycle
Prototyping
Rapid Application Development
Phased Development
Business Process Redesign
Process Modelling
Project Management

- (IV) Information Systems Applied in an Organization
The Transaction Processing System
The Marketing Information System
The Executive Information System
The Manufacturing Information System
Customer Relationship Management

- (V) Integration of Various Information Systems for E-business
Electronic Commerce
Electronic Commerce Strategy and Interorganizational Systems
Internet
Intranet
Extranet
EDI
Fashion Business Applications for e-business

- (VI) Use of Information Systems in Fashion Business
Plant data capturing system for fashion production
Product data management systems

Subject Code : ITC 4961

Subject Title : International Business for Fashion & Textiles

Keywords Syllabus :

- (I) Fundamentals of International Business
Definition and uniqueness of international business
Classical and neoclassical theories of international trade
Modes of international business
The World Trade Organization (WTO)
- (II) Textiles and Clothing in the International Economy
International trade regime of textiles and clothing
MFA and textile trade restrictions
General trend of production arrangement and employment in textiles and apparel
Trading pattern in global textile and apparel trade
Major textile and apparel markets and global consumption pattern
Major textile and apparel producers and exporters
- (III) The Textile and Clothing Trade Environment
Regionalism versus free trade
Protectionism and trade barriers
Closer Economic Partnership Arrangement (CEPA) for Hong Kong Textile and Clothing
Foreign direct investment for textile and clothing industry
- (IV) Foreign Exchange Management
The international monetary framework and exchange rate
Factors affecting exchange rate
Measuring and evaluating foreign exchange risk
Managing foreign exchange risk
Capital budgeting and sources of funding for global expansion

Subject Code : ITC 4862

Subject Title : International Fashion Retailing

Keywords Syllabus :

- (I) Concepts of International Fashion Retailing
Internationalization theories
Defining international activity
Motivation of internationalization
- (II) Development of International Fashion Retailing
Domestic to international fashion retailing
Multinationalization to globalization
- (III) Determinants of International Expansion
Dimensions of Culture
Human Behavior
Competition
Government policies
Economy
Society
Expansion pattern
- (IV) The International Growth Strategies in Fashion Retailing
International mode of entry
Fashion electronic retailing
- (V) Critical Success Factors and Barriers to Success for Internationalization of Fashion Business
Company Organization
Fashion Marketing strategies
Fashion Retail management
Sourcing and distribution
Fashion Brand image
- (VI) Global Fashion Retail Environment
Cultural factors, economic policies, political and legal factors in major fashion business areas, which include the United States, Europe, and Asia

Subject Code : ITC 3761

Subject Title : Knitwear Design

Keywords Syllabus :

(I) The Fundamental Knowledge of Knitwear Design

- Introduction to the fundamental knowledge of specialist knitting techniques, machinery and finishing.
- Understanding of using yarns, colors and textures in knitwear design.
- Development for the ability to creativity combines several elements to create successful design for various markets.

(II) Innovative Application of Knitwear Design

- Exploration of materials and new technologies for the application of knitwear design.
- Individual experimentation of creative swatches through practical work on various knitting machines/ hand knit skill etc., to increase awareness of both creative techniques and production feasibility.

(III) Analysis of the Variables in Knitwear Design

- An overview of new developments and technical innovations in fashion knits.
- Awareness of the latest fashion knitwear trends, trim applications and product to market adaptation.
- Planning of a knitwear presentation by using different kinds of media and techniques.

Subject Code : ITC 3965

Subject Title : Merchandising Management

Keywords Syllabus :

- (I) Introduction
Merchandising in the global context
Responsibility of management in merchandising organizations

- (II) Merchandising as Project-based Management and Strategic Functions
Activity workflow design and evaluation
Business and production analysis
Product development and order fulfillment
Cost management
Sourcing and vendor management
Quality assurance and control

- (III) Trade Formalities
Contract writing
Financing and transaction settlement
Document adequacy and legality
Chartering activities

- (IV) Strategic Merchandising Practices
Internationally recognized compliance standards and implementation requirements
Cost and information control mechanisms
Designer and store branding processes

- (V) Merchandising Technologies
e-sourcing practices and business models
Mass customization approaches
Knowledge management in fashion business

Subject Code : ITC 3665

Subject Title : Pattern Construction & Development

Keywords Syllabus :

The commercial product, such as woven shirt/blouse, trousers/pants, dress and outerwear will be used for pattern construction with the integration of the following contents.

- (I) Style variations
Techniques of pattern constructions to obtain the style variations to meet design process and development, such as flat pattern cutting method using block patterns or direct drafting.
- (II) Fabric characteristics
Effect of fabric weight, thickness, shear, drape and stretch on constructing patterns for different types of products.
- (III) Apparel fitting and pattern alteration
Comparison and apply different methods for body fitting, style variations, fabrics, such as loose fitting, close fitting, classic shaping, draping, with crossway cutting, knitted/woven fabrics. Pattern alteration methods and procedures applied for other different requirements.
- (IV) Pattern grading
Study the different basic size charts, different figure types and styled patterns, including suppression, balance. The different grading techniques: draft grade, track grade, stack grade and radial grade.
- (V) Pattern engineering
The importance of pattern engineering for functional requirement.

Subject Code : ITC 4761
Subject Title : Portfolio Development
Keywords Syllabus :

(I) Components of a Portfolio

- Format, resume, presentation boards, themes & concepts.
- Communication of fashion concept using different media.
- Advanced techniques of rendering, simulating & preparing swatches.
- The portfolio as a promotional tool.

(II) Preparing a Digital Portfolio

- Working with scanners, software packages, and websites.
- Designing & promoting the successful line via CAD.
- Creating, rendering & simulating knit, weave & print textiles.
- Marketing the line via Internet

(III) Presentation Methods

- Simulation of design presentation, meeting between buyer & designer, exhibition promotions, open & informal exchanges.

(IV) Portfolio of the Future

- Project work based on multimedia & alternative scenarios.

Subject Code : ITC 4780

Subject Title : Professional Practice of Design

Keywords Syllabus :

- (I) Innovation culture
Promoting and nurturing creativity within the organisation
Drawing up the budget for the design studio
Formulating objectives and strategies for the creative task
Creating the corporate identity through design
- (II) A system approach
Developing a system for recording & archiving
Evaluating & protecting intellectual property
Planning product withdrawals & replacements
Reviewing creative practice/management infrastructure
- (III) Environmental dimensions of professional practice
Eliminating waste & reducing obsolescence
Containing & reducing costs of new designs
Business for social responsibility - accountability in fashion design
Green fashion & projection of reputation
- (IV) The legal dimension
Fundamental design flaws
Legal compliance - existing/anticipated regulations
Registration of designs, patents, trade & service marks
Counterfeiting & other infringements
- (V) Professionalism in communications
Coherence in the spatial, organisational, financial & technological domains
Articulation of design ideas
Projecting reputation for achievement through design

Subject Code : ITC 3692

Subject Title : Quality Evaluation for Fashion & Textiles

Keywords Syllabus :

(I) Physical Testing of Fashion and Textile Products

Importance of Standard Testing

The need of testing. Standard testing conditions, effect of relative humidity on textile properties. Voluntary standards and government regulations.

Textile Properties that Influence Performance

Testing of fibre properties such as fineness and length, yarn properties such as twist and unevenness, fabric properties such as tensile, tearing and bursting.

Abrasion and Wear Properties Evaluation

Abrasion resistance testing. Appearance and colour change due to abrasion, e.g. crocking and pilling.

Dimensional Stability Properties Evaluation

Testing of shape and dimensional change in laundering and dry cleaning. Care labelling.

Fabric Hand Evaluation

Fabric hand and drape, FAST and KES-F systems.

(II) Chemical Testing of Fashion and Textile Products

Identification of Fibre Content

Systematic identification of fibre types and quantitative analysis of fibre blend content for fashion and textile products using physical and chemical techniques.

Analysis of Fibre Damage

Evaluation of chemical damages commonly occurred to fashion and textile products with great emphasis on cotton and wool categories.

Standard Tests for Colour Fastness

Importance and principles of evaluating the colour fastness of dyed textiles to light, washing, perspiration and rubbing.

Analysis of Dyestuffs

Systematic identification of dyes by chemical methods according to application classes. Evaluation of dyeing and printing faults frequently occurred to fashion and textile products.

Subject Code : ITC 4992

Subject Title : Quality Management in Fashion & Textiles

Keywords Syllabus :

- (I) Concepts of Quality
Evolution of quality
Definitions and terms
Quality experts and philosophies
Quality movement in China
- (II) Quality Culture
Vision, mission, values and guiding principles
Management Commitment
Quality policy
Ethics and leadership
Strategic quality planning
- (III) Quality in Research & Development
Economics of quality of design for textiles and clothing
Customer requirements and Product/Service requirements
Design review
Specifications and amendment procedures
- (IV) Quality in Purchasing and Supplier Chains
Customer/supplier relationship
Supplier certification
Supplier continuous improvement
- (V) Product/Service Quality, Customer Orientation
Multiple dimensions of product/service quality
Consumer protection
Legislative requirements, such as labelling, fibre content, care labelling, and flammability
- (VI) Quality Problem-Solving Tools and Quality Improvement Tools
Seven basic QC tools
5S practices
SPC
PDCA cycle
QCC
Benchmarking
- (VII) Soft Aspects in Quality Management
Team approaches to quality improvement
Participation and empowerment
Education and training
Recognition and rewards

(VIII) Quality Management Systems and Quality Award

ISO 9000 series of standards and related standards, such as ISO 14001: 1996, SA8000: 2001

Implementation of TQM programme

Self-assessment using the Quality Award

Subject Code : ITC 4990

Subject Title : Strategic Fashion Management

Keywords Syllabus :

- (I) The Strategic Management Process in Fashion Industry
The strategic fashion management model
The strategic elements in fashion industry
Identification of mission and strategy in fashion industry
- (II) The External Fashion Environment: Identifying Opportunities and Threats Affecting the Trend in Fashion Industry
Factors for analysis in the Hong Kong fashion environment
Methods of analysing the fashion environment
The fashion industry and its related global environment
Developing an environmental threat and opportunity profile for analysing fashion industry
- (III) Assessing the Internal Clothing Environment: Determining Strengths and Weaknesses in Local Fashion Firms
The value chain: a framework for studying Hong Kong fashion firms' strengths and weaknesses
Developing a strategic advantage profile technique for analyzing strengths and weaknesses
- (IV) Strategy Formulation in Fashion Industry
Grand strategy for fashion industry – stability, growth, retrenchment, and combination
Portfolio management techniques used in fashion industry – the BCG business matrix, G.E. business screen, product/market/industry evolution portfolio matrix, ADL portfolio -planning matrix
- (V) Strategy Implementation in Fashion Industry
Hong Kong fashion firms' organisational structure
Current trends in Hong Kong organisational structure
Hong Kong fashion firms' implementation systems
Management style in Hong Kong fashion firms
The management of shared values in Hong Kong fashion firms
- (VI) The Evaluation and Control of Strategy in Fashion Industry
A model of the strategic control process used in fashion firms
Characteristics of strategic control elements
Alternate approaches to control in fashion organisations
- (VII) Strategic Fashion Management in the International Arena
The four influential factors
The importance of a world-wide perspective on strategy
Entry strategies for international expansion
A framework for formulating world-wide operating strategic, international strategy and competitive advantage

- (VIII) Entrepreneurial and Small Business Strategy in Hong Kong Fashion Industry
The strategic management process in small and medium size fashion firms
Special strategic issues facing small and medium size fashion firms
Entrepreneurship and innovation

Subject Code : ITC 3760

Subject Title : Textile Design

Keywords Syllabus :

- (I) Historical and Contemporary Textile Design
Appreciation and valuation of historical and contemporary textiles. Origins. Fashion Fabrics. Accessories. Interior textiles and related materials.
- (II) Theories and Practice of Textile Design
Printed design. Types and methods of repeats. Compositions and colors. Constructed design. Elementary structures. Crepe fabrics. Special rib. Cord structures. Stripe and check weave combination. Color and weave effect. Jacquard figure fabrics. Specialised fabrics.
- (III) Techniques, Procedures and Process of Textile Design and Production
Design theory. Textile and color trend analysis. Dyes, pigments and other textile print media. Techniques and process of textile design and production. Experimental techniques and innovations.
- (IV) Computer-Aided-Design in Printed and Woven Textile Designs
The role of CAD in textile design using Prima, Photoshop. Latest development in CAD for textile and design.
- (V) Planning and Preparation for Specific End Uses
The relationship between textiles and end-uses. Design concepts from the perspectives of thematic design. Spatial considerations. Printing characteristics and textile construction.