

About the course

This course in apparel merchandising, costing and export documentation is a one year program catering to the needs of the apparel industry. This program will enable industry personnel to handle apparel merchandising and export operations with more knowledge and technical expertise. It will also aid them in managing their relations with buyers with maximum efficiency and productivity. The buyer communication process including the etiquettes to deal with buyer will be taught extensively. The best supply chain practices for an apparel industry will be highlighted in this course

Course handlers

The course will be handled by the course coordinators who have an experience of more than 15000 man hours in the apparel industry in the diversified areas of the apparel vertical ranging from merchandising to ERP to buyer handling. The convenor and course coordinators have authored more than 5 books for the apparel segment with the latest book titled 'Apparel merchandising' published recently.

Course content

Five subjects will be taught for 35 hours each.

- Apparel merchandising – Design to Tech pack
- Apparel merchandising – Tech pack to production
- Apparel costing
- Apparel logistics and supply chain
- Export documentation and procedures

Intensive discussion on solving industry related problems and cases study analysis will be a part of this course.

WHO CAN STUDY/ELIGIBILITY

Participants – It will be very useful for

- Owners of textile and apparel industry
- Managers and New Entrepreneurs
- Supervisors
- Merchandising managers
- Existing and new merchandisers to know the merchandising activity in detail
- Students of textile and apparel discipline aspiring to be merchandisers

Organizing Committee

Chief Patron : Shri. L. Gopalakrishnan
Managing Trustee
PSG and Sons' Charities Trust

Chair : Dr. R. Rudramoorthy
Principal
PSG College of Technology

Convenor : Dr. P.Kandha vadivu
Professor and Head
Department of Fashion Technology

Course Co-ordinators :Dr. R.Rathinamoorthy
Associate Professor
Department of Fashion Technology

Dr. R.Surjit
Assistant Professor
Department of Fashion Technology

Course Fees: Rs. 30000 (Exclusive of GST @ 18%)

Classes will be conducted during weekends or evenings based on participants convenience

Course duration : 180 hours

(Mode of payment: DD in favour of 'PSG CNCE' payable at Coimbatore)

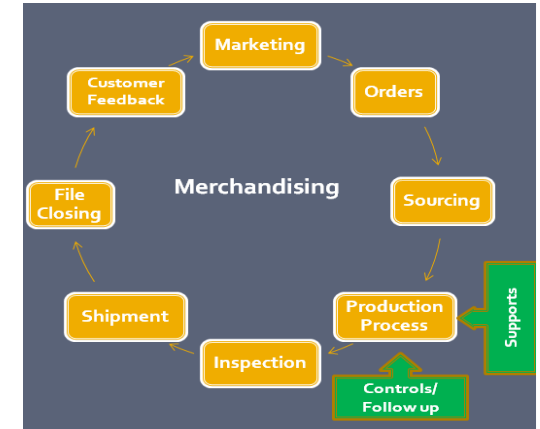
Contact

Course Co-ordinators

Department of Fashion Technology
PSG College of Technology
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Email: surjitrs1@gmail.com,
r.rathinamoorthy@gmail.com

One year Certificate course in

Apparel merchandising, costing and export documentation (ONE YEAR PROGRAM)



Organized by

Department of Fashion Technology
and
PSG CNCE

PSG College of Technology
Peelamedu, Coimbatore-641 004

Overview

Merchandising forms the backbone of any apparel industry in India and worldwide. It is a very complex operation in the industry as it involves dealing with the customer directly. Excellent managerial, communicational and people handling skills become an integral part of any merchandiser's activity. It is getting increasingly difficult for industry to get merchandisers fluent in all the above said aspects. The requirement of merchandisers increase a lot in today's context as exports in India is seeing a good growth. It is imperative to have merchandisers to be industry ready to cater to the requirements of the buyers. Along with this, cross functional deployment is very much required in the industry. So knowledge on export documentation and shipping process is of paramount importance to a merchandiser.

Significance of the course

This course will help industries

- To get industry ready merchandisers.
- To make merchandisers more aware about their roles, line development, interpretation of tech pack and sample preparation.
- To enable the merchandisers to do apparel analysis, perform costing, plan and execute orders.
- To prepare merchandisers use supply chain management effectively for catering to worldwide customers by making them aware of JIT, QR, BPR concepts.
- To facilitate merchandisers to understand and prepare export documentation and also train them on export negotiations, ways to obtain export finance and duty drawbacks.
- To help newbie's get in depth knowledge about merchandising activities.

The Organizing Institute - PSG College of Technology

PSG College of Technology started in the year 1951 by the PSG & Sons' Charities Trust is an AICTE approved autonomous institution affiliated to Anna University and ISO 9001 Certified. The educational programmes have been accredited by the National Board of Accreditation (NBA). It is ranked 33 in NIRF rankings. PSG College of Technology believes in creating and disseminating knowledge and skills in core and frontier disciplines through innovative educational programmes, industrial training, research & consultancy and developing a new cadre of professionals with a high level of competence, deep sense of social commitment and ethics. A number of educational programmes are offered in Engineering, Information Technology, Management and Science & Technology at Bachelors, Masters, M. Phil, M.S and Ph.D levels on full time and part time basis. PSG College of Technology has collaborative arrangements with industries, research laboratories and universities abroad in various areas of joint academic programmes, research and training.

Department of Fashion Technology

The Department of Fashion Technology was established in the year 2006 with a vision to develop skilful fashion designers and entrepreneurs to meet the current needs in the emerging fashion world. The department is NBA accredited for 3 years (2016-19). The department endeavours to educate students to acquire technical expertise and knowledge in the field of Fashion Technology. The department offers B.Tech under graduate programme in Fashion Technology. This department has strong connectivity with industries and organises variety of workshops and courses for industry people and also offer consultancy in variety of apparel disciplines. Many workshops have been conducted for industry personnel in the past on areas like ERP, designing, etc. The department strives to develop competent and confident professionals for the global fashion and textile industries with in-depth understanding of the creative process and its management.

One year certificate course in Apparel merchandising, costing and export documentation

Registration form

Name:

Designation:.....

Organisation:

Mailing

Address:.....

.....

Phone:.....

Mobile:.....

Email:.....

DD Details- Bank Name:

DD No.:.....

Amount:.....

I would like to join this course as a delegate.

Signature of the
Participant

Date:

Place:

Note:

1. The filled-in registration form should reach the course co-ordinators at the earliest
2. Maximum no. of course attendee's limited to 30
3. First come first serve basis
4. Accommodation will **not** be provided
5. Detailed course curriculum will be provided on request.