



Apparel Merchandising and Export-Import Management (AMEIM)

The full time program on Apparel Merchandising and Export-Import Management is designed to develop an in-depth understanding of a merchandiser's roles and responsibilities in an apparel manufacturing/export unit with added emphasis on technology of textile and apparel manufacturing, marketing research, consumer behaviour, retailing, visual merchandising and export-import procedures.

Program Content:

Module 1- Textile and Apparel Manufacturing

- Fundamentals of textile manufacturing processes
- Familiarization with apparel manufacturing process
- Fabric and Pattern Terms, Sizing Systems and Body Measurements
- Knowledge of Stitches and Seams
- Trims and Accessories
- Capacity Planning
- Quality Assurance in Apparel Manufacturing
- Garment Washes and Finishes
- Understanding of Specification Sheet and Techpack

Module 2 - Marketing and Merchandising Management

- Apparel business in Global and Domestic perspective
- Core Concepts of Marketing Management
- Introduction to Marketing Research and Consumer Behaviour

- Merchandising Functions
- Trend Forecasting
- Introduction to Retail Marketing and Visual Merchandising
- Export-Import procedures & documentation
- Letter of Credit and Incoterms

Module 3 - General Management

- Social Compliance (SA-8000)
- Business Communication
- Human Resource Development
- Computer and Internet Applications

Module 4 - Industrial Training and Surveys/Project Work

Candidates shall have to undergo industrial training in garment manufacturing units and also undertake surveys/project work during the program to understand shop-floor practices.

Career Opportunities: Students after completing this program can start their career as sampling coordinators, assistant merchandisers in a garment export house.