सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
DEVELOPMENT COMMISSIONER
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
MSME TECHNOLOGY CENTRE

# MODEL CURRICULUM

## Qualification Name:

## Technical Supervisor - Footwear Design & Manufacturing

## Qualification Code: MSME/DFMD/60

## Version: 2.0

## NSQF Level: 5.0

## Model Curriculum Version: 2.0


**Submitted By:**
**MSME TECHNOLOGY CENTRE**
**O/o DC MSME, Ministry of Micro, Small and Medium Enterprises**
**Govt. of India**
**A-Wing, 7th Floor, Nirman Bhawan, Maulana Azad Road**
**New Delhi-110108**
**Contact No. +91-674-2654700**
**Email- msmetcab@gmail.com**

**NOS/Module: Product Sketching and Design**

**NOS/Module Code: MSME/DFMD/17**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the 2D and 3D sketching for shoe design
- Explain about the shop window sketching
- Explain in detail about awareness of international trends
- Explain in detail about preparation of complementary support materials
- Understand the value of studying past and present fashions to enable forecasting of future trends
- Create a portfolio of sketches from Shops, Exhibitions and Fashion
- Draw a shop window, magazine or exhibition shoe sketching
- Demonstrate an understanding on heel heights, heel shapes
- Demonstrate on understanding of sole bottom effects

**Theory Hours: -** **Practical Hours: 30** **Theory Marks: -** **Practical Marks: 100**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | PR Hours | PR Marks |
|---|---|---|---|---|---|
| Unit I | Sketching of model ideas | After completion of unit Student should well versed with<br>• Sketching an art form for shoe interpretation | • Sketching as an art form for shoe interpretation<br>• 2D and 3D sketching for shoe design<br>• Relating shoe upper sketches to apparel<br>• Shop window sketching | 6 | 20 |
| Unit II | Techniques and skills of drawing shoes | After completion of unit Student should well versed with<br>• Use of light, shade and colour | • Use light, shade and colour to create impact.<br>• Relate pencil drawing to coloring requirements<br>• To develop creativity when sketching a shoe. | 5 | 15 |
| Unit III | Develop ideas and research | After completion of unit Student should<br>• Aware the international trends | • Develop an awareness of international trends<br>• Realize the need for quick response from sketch to production shoe<br>• To develop an understanding of fashion change,<br>• To understand the value of studying past and present fashions to enable forecasting of future trends. | 6 | 20 |
| Unit IV | Techniques of model presentation | After completion of unit Student should well versed with<br>• Creation of models includes mens, womens, and childrens | • To create model design for an agreed market<br>• Models to include men's, women's and children designs<br>• To relate styling to apparel<br>• To create sketches/finished shoes for future projection<br>• To prepare complimentary support materials | 6 | 20 |
| Unit V | Shop window, magazine or exhibition shoe sketching | After completion of unit Student should strong knowledge on<br>• Create a portfolio of sketching form exhibition, shop window or magazines | • To create a portfolio of sketches from Shops, Exhibitions and Fashion<br>• To recognize the importance of ancillary equipment<br>• Demonstrate an understanding on heel heights, heel shapes<br>• Demonstrate on understanding of sole bottom effects | 7 | 25 |

**NOS/Module: Pattern Cutting and Pattern Development**

**NOS/Module Code: MSME/DFMD/18**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the production of mean forme
- Prepare a detailed specification (drawings and documentation)
- Prepare a sectional pattern and standard construction
- Produce a different patterns for a range of shoe styles

**Theory Hours: -** **Practical Hours: 60** **Theory Marks: -** **Practical Marks: 100**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | PR Hours | PR Marks |
|---|---|---|---|---|---|
| Unit I | Shoe pattern making | After completion of course Student should be able to<br>• Produce a mean forme of shoe styles, prepare a detailed specifications | a. The production of a mean forme<br>b. Standard construction ( to include all allowances)<br>c. Sectional patterns<br>d. Bottoming components (soles, heels & insoles)<br>e. Prepare detailed specifications (drawings and documentation) | 20 | 30 |
| Unit II | Different patterns for a range of shoe styles | After completion of course Student should be able to<br>• Produce patterns for a range of shoe styles | a. Ladies court shoes<br>b. Men's oxford<br>c. Gibson style<br>d. Monk shoe<br>e. Moccasin<br>f. Sports shoe (trainer)<br>g. Sandals<br>h. Boot | 20 | 35 |
| Unit III | Technical processes | After completion of course Student should be able to get strong knowledge on<br>• Various lasting methods and constructions | a. Flat lasting<br>b. String lasting, Force Lasting or Sewn in sock.<br>c. Moccasin<br>d. Sandal<br>e. Veldtschoen | 20 | 35 |

**NOS/Module: CAD & Pattern Engineering**

**NOS/Module Code: MSME/DFMD/19**

**Outcomes:**

After completion of course Student should be able to:

- Production of pattern standards from lasts
- Production of bottom patterns for the various constructions
- Generate the CAD generated patterns
- Explain in detail about CAM applications – mould making, tooling, engineering
- Prepare a pattern nesting and pattern grading

**Theory Hours: -** **Practical Hours: 60** **Theory Marks: -** **Practical Marks: 100**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | PH Hours | PH Marks |
|---|---|---|---|---|---|
| Unit I | Pattern cutting techniques | After completion of course Student should be able to get strong knowledge on<br>• Production of standard patterns and bottom patterns | • Review of pattern cutting techniques from basic forme to CAD<br>• Production of pattern standards from lasts and illustrations<br>• Production of bottom patterns for the various constructions<br>• Design economy | 12 | 20 |

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|---|---|---|---|---|---|
| | | | • Pullover production | | |
| Unit II | CAD applications | After completion of course Student should be able to get strong knowledge on<br>• CAD applications and mould making, tooling and engineering | • CAD/CAM the 2D – 3D process, prototyping<br>• Software packages – market availability, market suitability<br>• CAD generated patterns and production times<br>• CAD and plant utilization<br>• CAM applications – mould making, tooling, engineering<br>• Concurrent engineering – CAD/CAM to Jit/QR | 12 | 20 |
| Unit III | CAD understanding and application | After completion of course Student should be able to get strong knowledge on<br>• 2D to 3D, scanning, styling, design sketches | • Digitization 2D-3D<br>• Scanning<br>• Styling, design sketches, styling from photographs and video<br>• Graphics programme function | 12 | 20 |
| Unit IV | Pattern engineering | After completion of course Student should be able to get strong knowledge on<br>• Pattern nesting and pattern grading | • Definition, smoothing, splitting and line merging<br>• Parallel and perpendicular lines, measuring of lines and areas<br>• Windowing, moving, rotating, reflection etc<br>• Pattern nesting<br>• Pattern grading | 12 | 20 |
| Unit V | Solids modelling | After completion of course Student should be able to get strong knowledge on<br>• Solids modeling on human foot | • 2D-3D solid modeling<br>• Plotting and/or cutting out graded patterns<br>• Transfer of 3D data for last making or 3D design | 12 | 20 |

**NOS/Module: Materials and Testing II**

**NOS/Module Code: MSME/DFMD/20**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the various types of insole boards
- Explain about the adhesives characteristics, functions, properties and methods
- Explain in detail about the toe puff and stiffener characteristics, properties and requirements.
- Brief about characteristics, properties and requirements of shanks, bottom fillers and grinderies
- Explain in detail about testing of upper materials, fabrics, synthetics and soling materials
- Explain in detail about process control in laboratory and on the production floor

**Theory Hours: 30** **Practical Hours: 30** **Theory Marks: 100** **Practical Marks: 100**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | TH Hours | TH Marks | PR Hours | PR Marks |
|---|---|---|---|---|---|---|---|
| Unit I | Composite boards | After completion of this unit Student should be able to get knowledge on<br>• Insole boards, adhesives and its applications in footwear making | • Composition and suitability of various board<br>• Adhesives, their characteristics, functions, properties<br>• Mechanism of adhesion<br>• The development in footwear adhesives | 6 | 20 | 6 | 20 |
| Unit II | Other shoe making components | After completion of this unit Student should be able to get knowledge on<br>• Toepuff, stiffeners, | • Toe puff, their characteristics and properties. Requirements of toe puff in manufacture and wear | 6 | 20 | 6 | 20 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | shanks, bottom fillers and grinderies characteristics, properties and requirements | • Stiffener, their characteristics and properties. Requirements of toe puff in manufacture and wear<br>• Shanks, their characteristics and properties<br>• Bottom fillers, their characteristics and properties<br>• Grindery, their characteristics and properties | | | | |
| Unit III | The testing of materials | After completion of this unit Student should be able to get knowledge on<br>• Upper materials, leather, fabrics and synthetics | • Upper materials, leathers, fabrics and synthetics<br>• Soling materials, the main types in common general use<br>• Adhesives, the full range in use<br>• Cleaners, finishes, fillers and dressings | 6 | 20 | 6 | 20 |
| Unit IV | Evaluation of materials | After completion of this unit Student should be able to get knowledge on<br>• Evaluation and recommendations of insoles, soles, heels, shanks and fasteners | • Quality considerations<br>• Evaluation of insoles, soles, heels, shanks and fasteners<br>• Textile properties | 6 | 20 | 6 | 20 |
| Unit V | Process controls in laboratory and on the production floor | After completion of this unit Student should be able to get knowledge on<br>• Process control in shoe making process | • Moisture and heat<br>• Drying times and control systems in sole bonding<br>• Leather sole drying<br>• Last turn-around times in a JIT system | 6 | 20 | 6 | 20 |

**NOS/Module: Clicking Technology III**

**NOS/Module Code: MSME/DFMD/21**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the coated fabrics and fabrics
- Explain about the quality aspects in all operations
- Explain in detail about the leather grading and sorting
- Explain in detail about material and labour control
- Explain in detail clicking principles and techniques

**Theory Hours: -** **Practical Hours: 30** **Theory Marks: -** **Practical Marks: 100**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | PR Hours | PR Marks |
|---|---|---|---|---|---|
| Unit I | Clicking Practical | After completion of unit Student should be with through knowledge on<br>• Cutting of shoe components in leather for upper and lining patterns | • Shoe Production – Clicking of upper and lining components for 8 pairs of production shoes namely Boys Shoe Velcro, Ladies Court Shoe with Heel, Casual Shoe Side Gusset, Children Girls, Mens Apron Derby, Mens Ankle Boot, Kids II Strap Velcro and Sports Shoe. | **30** | **100** |

**NOS/Module: Closing Technology III**

**NOS/Module Code: MSME/DFMD/22**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the materials and equipment's used in pre-closing & closing section.
- Explain about the process control at pre-closing & closing operations.
- Explain in detail about the operating instructions of pre-closing & closing operations.
- Explain in detail about quality control at pre-closing & closing operations.

**Theory Hours: -** **Practical Hours: 90** **Theory Marks: -** **Practical Marks: 100**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | PR Hours | PR Marks |
|---|---|---|---|---|---|
| Unit I | Closing Practical | After completion of unit Student should be with through knowledge on<br>• Pre-closing & closing operations in upper making | • Shoe Production – Upper Closing for 8 pairs of production shoes namely Boys Shoe Velcro, Ladies Court Shoe with Heel, Casual Shoe Side Gusset, Children Girls, Mens Apron Derby, Mens Ankle Boot, Kids II Strap Velcro and Sports Shoe. | **90** | **100** |

**NOS/Module: Lasting and Making Technology III**

**NOS/Module Code: MSME/DFMD/23**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the materials and equipment's used in pre-lasting, lasting, post-lasting & finishing section.
- Explain about the process control at pre-lasting, lasting, post-lasting & finishing operations.
- Explain in detail about the operating instructions of pre-lasting, lasting, post-lasting & finishing operations.
- Explain in detail about quality control at pre-lasting, lasting, post-lasting & finishing operations.

**Theory Hours: -** **Practical Hours: 90** **Theory Marks: -** **Practical Marks: 100**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | PR Hours | PR Marks |
|---|---|---|---|---|---|
| Unit I | Lasting Practical | After completion of unit Student should be with through knowledge on<br>• Lasting & making of various shoe construction. | • Shoe Production – Lasting & Making for 8 pairs of production shoes namely Boys Shoe Velcro, Ladies Court Shoe with Heel, Casual Shoe Side Gusset, Children Girls, Men's Apron Derby, Men's Ankle Boot, Kids II Strap Velcro and Sports Shoe. | **90** | **100** |

**NOS/Module: Shoe Faults and Customer Complaints**

**NOS/Module Code: MSME/DFMD/24**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the product liability
- Explain about the causes of defects in finished leather
- Explain in detail about the maintaining quality in production
- Explain Faults and Remedies of Leather Shoes
- Brief about the various tests for Soling Materials
- Explain in detail about trouble shooting in sole bond failures
- Explain in detail about defect reporting system
- Brief about Quality Faults and Remedies of Full Shoe Making
- Brief about 10 Important Quality Assessment Tests for Footwear Manufacturing

**Theory Hours: 30** **Practical Hours: -** **Theory Marks: 100** **Practical Marks: -**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | TH Hours | TH Marks |
|---|---|---|---|---|---|
| Unit I | Customer attitudes and international requirements | After completion of this unit Student should be able to get knowledge on<br>• Buyer expectations on finished shoes, country specific legislation | • The buyer and changing expectations<br>• The setting of quality standards.<br>• Product liability<br>• Environmental matters<br>• Country specific legislation | 5 | 16 |
| Unit II | Characteristics of shoe styles and constructions | After completion of this unit Student should be able to get knowledge on<br>• Construction expectations, shoe bottoming material | • Outline of main shoe styles in common general use<br>• Construction expectations (the shoe in use)<br>• Shoe bottoming material<br>• S hoe components | 5 | 16 |
| Unit III | Upper & lining materials and utility | After completion of this unit Student should be able to get knowledge on<br>• Leather sorting, variations in leather and causes of defects in finished leather | • Appearance and utility (material combinations)<br>• Leather sorting (grades and potential faults)<br>• Skin/hjde variations and characteristics<br>• Causes of defects in finished leather<br>• identification of leather finishes<br>• Fabrics - types and potential problems<br>• Breathable lining materials | 5 | 16 |
| Unit IV | Component reliability | After completion of this unit Student should be able to get knowledge on<br>• Insole and shanks, wear characteristics of soling materials | • Insole and shanks<br>• Soling materials - wear characteristics<br>• Soling materials to match usage (properties) | 5 | 16 |
| Unit V | Soling materials: Suitability, Properties and Defects | After completion of this unit Student should be able to get knowledge on<br>• Quality aspects for major shoe styles and constructions | • The main types - features<br>• Recommended procedures for checking and testing sole adhesion<br>• Check list for major shoe styles and constructions<br>• Maintaining quality in production | 5 | 20 |
| Unit VI | Defect evaluation reports | After completion of this unit Student should be able to get knowledge on<br>• Defect reporting system and corrective action for defect elimination | • Example of a defect reporting system<br>• Analysis of data<br>• Corrective action for defect elimination<br>• Feedback procedures to ensure compliance | 5 | 16 |

**SEMESTER II**

**NOS/Module: Advanced Technology**

**NOS/Module Code: MSME/DFMD/25**

**Outcomes:**

After completion of course Student should be able to:

- Brief about the applications of Robotics in Footwear Industry
- Calculate the NORMS using SATRASUMM method
- Brief about the Graphical Documentation Managers (GDM)
- Explain about the direct injection moulding process

- Explain about the continuous cutting systems
- Explain in detail about the standardization of lasts
- Explain in detail about choice of mould materials
- Explain in detail travelling head press and CNC controls

**Theory Hours: 30** **Practical Hours: -** **Theory Marks: 100** **Practical Marks: -**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | TH Hours | TH Marks |
|---|---|---|---|---|---|
| Unit I | Importance of Advanced Technology | After completion of this unit Student should be able to get knowledge on<br>• Importance of advanced technology in footwear industries | • Dominant factors influence the innovation<br>• Robotics in Footwear Industry<br>• Norms Calculation using SatraSumm Method<br>• Graphical Documentation Managers<br>• 3D Shoe Designing. | 6 | 20 |
| Unit II | Pattern engineering and component cutting | After completion of this unit Student should be able to get knowledge on<br>• Grading & digitization with CAD system | • Grading practice and digitization<br>• Designing with a CAD system<br>• Leather cutting by continuous cutting systems<br>• Pattern area measurement | 6 | 20 |
| Unit III | New technical process | After completion of this unit Student should be able to get knowledge on<br>• DIM, economic of moulding | • Direct moulding, open or close cast methods<br>• Economic of moulding<br>• Choice of mould materials<br>• Mould suitability and cost implications | 6 | 20 |
| Unit IV | New machinery and emerging technologies and their impact | After completion of this unit Student should be able to get knowledge on<br>• Continuous cutting system, CNC controls | • Continuous cutting system<br>• Upper making – CNC<br>• Travelling head press and CNC controls<br>• Work study applications | 6 | 20 |
| Unit V | Standardization | After completion of this unit Student should be able to get knowledge on<br>• Standardization of last, components and bar coding | • Standardization of lasts, components and sizing systems<br>• Line side deliveries – partnership sourcing<br>• Bar coding<br>• Interdepartmental management | 6 | 20 |

**NOS/Module: International Business and Language**

**NOS/Module Code: MSME/DFMD/26**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the business and society
- Explain about the sources of finance
- Explain in detail about the social responsibilities
- Explain in detail about environmental issues
- Explain in detail about child labour issues

**Theory Hours: 30** **Practical Hours: -** **Theory Marks: 100** **Practical Marks: -**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | TH Hours | TH Marks |
|---|---|---|---|---|---|
| Unit I | Business and society | After completion of unit Student should be with through knowledge on<br>• Business, society and | • The creation of wealth<br>• Business and society<br>• Consumers and the input-outputs equation<br>• Innovation, flexibility, radical | 10 | 30 |

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| | | consumers and expectations | approach, changing requirements<br>• Supplying goods and services.<br>• Profit seeking.<br>• competition<br>• Customer care and expectations | | |
| Unit II | Sources of finance | After completion of unit Student should be with through knowledge on<br>• Labour, capital and resources, profit, revenues | • Labour, capital and resources<br>• Added value utilization<br>• Profits, revenues, financial returns<br>• International monetary fund.<br>• World trade organization<br>• World bank | 10 | 35 |
| Unit III | Responsibilities of Business | After completion of unit Student should be with through knowledge on<br>• Workers, customers and environmental & child labour issues | • Conditions, pay, pensions and facilities<br>• Workers, customers and the local community<br>• Social responsibilities, the law, contracts<br>• Environmental issues<br>• Child labour issues.<br>• Responsibilities of Government | 10 | 35 |

**NOS/Module: Foot Comfort**

**NOS/Module Code: MSME/DFMD/27**

**Outcomes:**

After completion of course Student should be able to:
- Explain about the Mechanical properties of shoe and its components
- Explain about the Precautions for buying footwear
- Explain in detail about the sports shoe requirements
- Explain in detail about foot problems and common causes and prevention and treatment
- Explain in detail about properties of upper & lining materials

**Theory Hours: 30** **Practical Hours: -** **Theory Marks: 100** **Practical Marks: -**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | TH Hours | TH Marks |
|---|---|---|---|---|---|
| Unit I | Physical – Foot Comfort | After completion of this unit Student should be able to get knowledge on<br>• Factors influencing for comfort footwear | • Definition<br>• Factors Influencing for Comfort Footwear<br>• Shoe and Foot Relationship | 5 | 16 |
| Unit II | Shoe – Physical Properties | After completion of this unit Student should be able to get knowledge on<br>• Mechanical and physical properties of shoe and its components.<br>• Thermo Physiological requirements | • Mechanical Properties of Shoe and its Components<br>• Physical Properties of Upper Leather, Lining Leather, Insole and Sole<br>• Thermo Physiological Requirements | 5 | 16 |
| Unit III | Comfort Adjustments | After completion of this unit Student should be able to get knowledge on<br>• Factors affecting foot comfort<br>• Bio-mechanism of foot comfort | • Factors Affecting Foot Comfort<br>• Principles of Size and Fit<br>• Comfort adjustments with change in materials<br>• Bio-Mechanism of Foot Comfort | 5 | 20 |
| Unit IV | Fashion and foot comfort | After completion of this unit Student should be able to get knowledge on<br>• Demands of the customers and sports shoe requirements.<br>• Choice of materials foe specific shoes. | • Customer Demands - Seasonal trends<br>• Sports Shoe Requirements<br>• Choice of Materials for Specific Shoes | 5 | 16 |
| Unit V | Challenge of comfort | After completion of this unit Student should be able to get knowledge on<br>• Role of shoe design and foot | • Value of Good fit - Shoe fitting<br>• Comfort through Foot Cushioning<br>• Relation Between Comfort Factors | 5 | 16 |

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| | | comfort.<br>• Relation between comfort factors | • Role of Shoe Design on Foot Comfort | | |
| Unit VI | Foot Health & Care | After completion of this unit Student should be able to get knowledge on<br>• Causes, treatments and prevention of foot troubles.<br>• Design of footwear for foot troubles. | • Foot Troubles, Causes and its Prevention & Treatment<br>• Foot Injuries at Work Place<br>• Design of Footwear for Foot Troubles<br>• Precautions for Buying Footwear for Work<br>• Orthotic Solutions in Current Market | 5 | 16 |

**NOS/Module: Industrial Engineering**

**NOS/Module Code: MSME/DFMD/28**

**Outcomes:**

After completion of course Student should be able to:
- Explain about the various types of allowance
- Explain about the time and motion study
- Explain in detail about the factors affecting productivity
- Explain in detail about approaches to method study
- Explain in detail about types of elements with examples
- Brief about principles of motion study.
- Describe about procedure of method study.
- Brief about tools and techniques of method study.
- Calculate the standard time per pair and manpower requirement for making any kind of footwear

**Theory Hours: 60** **Practical Hours: -** **Theory Marks: 100** **Practical Marks: -**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | TH Hours | TH Marks |
|---|---|---|---|---|---|
| Unit I | Productivity and work study | After completion of this unit Student should be able to get knowledge on<br>• Production & productivity | • The meaning of productivity<br>• The time components of a job (machine operation) The reduction o work content and ineffective time Work study as a management science<br>• The human factor in the application of work study Work simplification (value analysis)<br>• The significance of productivity to company turnover | 10 | 20 |
| Unit II | Method study | After completion of this unit Student should be able to get knowledge on<br>• Simplification and efficiency in production, plant layout | • Means to simplification and efficiency<br>• Production sequence and the movement of work<br>• Factory layout<br>• Job definition and job evaluation<br>• Ergonomics<br>• Critical path analysis, networks, routing and time frames | 30 | 50 |
| Unit III | Work measurement | After completion of this unit Student should be able to get knowledge on<br>• Time study, rating of operators and basic, standard time | • Purpose and use of work measurement<br>• Work sampling<br>• Time study<br>• Timing of operations<br>• Rating of operators<br>• Standard time | 20 | 30 |

**NOS/Module: Financial Controls**

**NOS/Module Code: MSME/DFMD/29**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the elements of cost
- Explain about the budgeting and budgetary control
- Explain in detail about the standard costing
- Explain in detail about marginal costing
- Explain in detail about labour cost accounting
- Prepare a Profit and Loss Account

**Theory Hours: 60** **Practical Hours: -** **Theory Marks: 100** **Practical Marks: -**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | TH Hours | TH Marks |
|---|---|---|---|---|---|
| Unit I | Preparation of a shoe costing system | After completion of this unit Student should be able to get knowledge on<br>• Elements of cost, overheads recovery in factory | • Prime costs<br>• Material costs<br>• Labour costs<br>• Overheads and their recovery<br>• Profit margin | 10 | 15 |
| Unit II | Calculation of the element values in the cost estimate sheet | After completion of this unit Student should be able to get knowledge on<br>• Labour rates, cost per pair | • Labour rates<br>• Materials usage<br>• Overhead recovery rate<br>• Indirect costs<br>• Costs per pair – in hours and money | 10 | 20 |
| Unit III | Analysis of financial statements | After completion of this unit Student should be able to get knowledge on<br>• Financial analysis in an organization | • Balance sheet<br>• Company assets<br>• Liabilities<br>• Stock and shares<br>• Financial income statements<br>• Financial performance analysis<br>• Profit margin | 10 | 20 |
| Unit IV | Budgeting and Budgeting control | After completion of this unit Student should be able to get knowledge on<br>• Master budget, flexible budget | • Projections on financial performance<br>• Day to day control methods<br>• Working to budget | 10 | 15 |
| Unit V | Provision and management of working capital | After completion of this unit Student should be able to get knowledge on<br>• Assets, liabilities of company, sources of funds | • Sources of finance<br>• Cash flow forecast and cash flow cycle<br>• Working capital | 10 | 15 |
| Unit VI | Costing systems | After completion of this unit Student should be able to get knowledge on<br>• Costing methods and analysis | • Standard costing<br>• Marginal costing<br>• Absorption costing<br>• Activity based costing<br>• Costing analysis | 10 | 15 |

**NOS/Module: Retailing & Merchandising**

**NOS/Module Code: MSME/DFMD/30**

**Outcomes:**

After completion of course Student should be able to:

- Describe Elements of Retail Market
- Describe Retail Promotion Mix
- Brief about the Elements of Retail Marketing Mix
- Explain about the Retail challenge and theories
- Explain about the consumer buying behaviour
- Explain in detail about the retail market segmentation
- Explain in detail about merchandise management
- Explain in detail about retail pricing

**Theory Hours: 60** **Practical Hours: -** **Theory Marks: 100** **Practical Marks: -**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | TH Hours | TH Marks |
|---|---|---|---|---|---|
| Unit I | Retailing Basics | After completion of this unit Student should be able to get knowledge on retailing overview, basics of retail versus wholesale and channels of distribution | • Retailing overview<br>• Retail sectors<br>• Retail Challenges & Theories<br>• Understanding Retail Consumers | 20 | 30 |
| Unit II | Inside Retail Management | After completion of this unit Student should be able to get knowledge on retailing strategy, merchandise activities and retail operations | • Retail Market Segmentation & Strategies<br>• Retail Business Location<br>• Merchandise Management<br>• Retail Business Operations<br>• Retail Space Management | 20 | 40 |
| Unit III | Retail Selling | After completion of this unit Student should be able to get knowledge on pricing, emerging trends in retail outlet | • Retailing Pricing<br>• Retail Marketing<br>• Emerging Trends in Retail<br>• Retail sectors | 20 | 30 |

**NOS/Module: Marketing**

**NOS/Module Code: MSME/DFMD/31**

**Outcomes:**

After completion of course Student should be able to:

- Explain about the marketing mix
- Explain about the market segmentation
- Explain in detail about the marketing programme
- Prepare a Sample Questionnaire of Market Segmentation Survey for Sports Shoe
- Compare Marketing and Selling
- Brief about the customer's requirements and expectations are growing day by day
- Brief about the Factors to be evaluated by the Buyers before they have to spend
- Explain in detail about factors influencing customer buying decisions
- Explain in detail Advertising, promotions

**Theory Hours: 30** **Practical Hours: -** **Theory Marks: 100** **Practical Marks: -**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | TH Hours | TH Marks |
|---|---|---|---|---|---|
| Unit I | Marketing | After completion of this unit Student should be able to get knowledge on preparation and | • Function of a marketing plan | 6 | 20 |

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|---|---|---|---|---|---|
| | | functions of marketing plan | • Preparation of a marketing plan<br>• Monitoring process<br>• Establish a competitive edge | | |
| Unit II | Modern marketing | After completion of this unit Student should be able to get knowledge on customer requirements, brand awareness, market research | • Concepts<br>• Customer requirements<br>• Marketing mix<br>• Market segmentation<br>• Research, brands, advertising, promotion | 6 | 20 |
| Unit III | Factors that influence customer decisions | After completion of this unit Student should be able to get knowledge on range or styles of shoes, quality expectations | • Range or styles of shoes<br>• Accessories<br>• Price<br>• Quality expectations<br>• Delivery | 6 | 20 |
| Unit IV | Develop the marketing plan | After completion of this unit Student should be able to get knowledge on buyer strategies, market planning | • Tactical sales battles<br>• Short and long term strategies<br>• Needs of the buyer<br>• Market planning module | 6 | 20 |
| Unit V | Competitive edge | After completion of this unit Student should be able to get knowledge on competitive edge | • Availability<br>• Choice<br>• Range<br>• Quality to a given price | 6 | 20 |

**NOS/Module: Project**

**NOS/Module Code: MSME/DFMD/32**

**Outcomes:**

After completion of course Student should be able to:

- Prepare an outline plan for making to marketing
- Selection of appropriate materials to the respective designs
- Prepare the cost sheet for a own styles
- Prepare the specification/process chart for a particular style
- Study the buying behavior and brand perception towards the targeted consumers

**Theory Hours: -** **Practical Hours: 150** **Theory Marks: -** **Practical Marks: 200**

| Unit No. | Unit Name | Unit Level Outcomes | Contents (Chapters/Topics) | PR Hours | PR Marks |
|---|---|---|---|---|---|
| Unit I | Design a range of shoes | After completion of this unit Student should be able to get knowledge on<br>• Develop a own design of shoes | • Consider the type of range to choose<br>• prepare an outline plan for making to marketing prepare sketches<br>• Make patterns<br>• Conduct testing, wear trials and material suitability<br>• Produce a pullover<br>• Produce pattern testing results | 45 | 70 |
| Unit II | Production | After completion of this unit Student should be able to get knowledge on<br>• Selection of the materials based on respective designs, all making operations | • Select upper materials<br>• Preparing<br>• Closing operations to show threads and seams in use<br>• All making operations<br>• Shoe rooming operations<br>• Packaging | 75 | 50 |
| Unit III | Costing | After completion of this unit Student should be able to get knowledge on<br>• Material & labour cost and | • Material costs<br>• Labour costs<br>• Overheads costs | 15 | 40 |

| | | | | | |
|---|---|---|---|---|---|
| | | overheads costs and prepare a cost estimate sheet | • Produce a cost estimate sheet | | |
| Unit IV | Marketing | After completion of this unit Student should be able to get knowledge on<br>• Target population by market segmentation, analyze buying behavior of the consumer | • Prepare a plan for the designed range<br>• Target population<br>• Brand popularity<br>• Buyer behavior<br>• Develop the plan<br>• Implement the plan<br>• Review the plan | 15 | 40 |

**COURSES / MODULE TEMPLATE**

**NOS /Module: Employability Skills**

**NOS /Module Code: MSME/ES/03**

**THEORY HOURS: 90 PRACTICAL HOURS: - THEORY MARKS: 100 PRACTICAL MARKS: -**

**Refer Standard Curriculum developed by NCVET. (https://nqr.gov.in/downloads/pdfs/90-hours_MC_Employability_Skills.pdf)**