



KONGU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

NANJANAPURAM, ERODE-638107

KASC ACADEMY OF EXCELLENCE 2020-2021

Value Added Course on

Textile Merchandising

Offered by

Department of Business Administration (CA)

Course Duration: **40 Hours**

For Whom : **All UG Students**

Course Content:

- Classification of Fibers and Fabrics
- Calculation Methods
- Merchandiser Roles and Approvals
- Costing, Estimating and Export Procedure

Course Outcomes:

Students will be able to gain

- Knowledge about Textile Science
- Exposure to Apparel Merchandising

Coordinator:

Dr.M.Viswanathan

Associate Professor & Head,
Business Administration (CA)

Dr. N. RAMAN

PRINCIPAL

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