

Course Syllabus

1. Course Name: Garment Merchandising

2. Course Code: MEAP431851

3. Credit Units: 3 (3/0/6) (3 units of theory, 0 unit of practice, 6 units of self-study)

Duration: 15 weeks (15 hours of theory + 0 hours of practice, 60 hours of self-study per week)

4. Course Instructors

1/ Pham Thi Ha, M.Ec.

2/ Tran Thanh Huong, M. Ed.

3/ Nguyen Thi Thuy, M.BA

5. Course Requirements

Prerequisite courses: Garment Manufacturing Technology, Preparation for Garment Production

Previous courses: English for Garment Technology, Apparel Manufacturing Plan, Garment Quality Management.

6. Course Descriptions

This course provides students with knowledge about Garment Merchandising from the stage of receiving information, developing samples, making pre-production models, monitoring the production deployment to the reasonable price and the necessary requirements for management staff. In addition, this course also provides students with a way to calculate the price of garment products, read technical documents, export and import methods of garments, declare goods and how to prepare a sales contract.

7. Course Goals

Goals	Goal descriptions	ELOs	Scale
G1	Basic social science knowledge: understanding the communication culture in the enterprise, the way to present e-mail	ELO-02	5
	Basic knowledge and expertise in the field of merchandising	ELO-03	5
G2	Specific tasks of the merchandiser staff and how to solve all problems arising in the entire order merchandising process.	ELO-06	5
	Information related to merchandising. Issues of merchandising in the process of garment production	ELO-08	4
G3	Good leadership and teamwork. Effective communication skills through email and presentations. Reading technical documents; analyze and respond to situations and emails in the field of merchandising by English	ELO-09	5
		ELO-10	4
		ELO-11	4

8. Course Learning Outcomes (CLOs)

CLOs	CLO Descriptions	ELOs	Scale
G1	CLO1 Choose concepts and forms of management of merchandising roles and duties for executive merchandiser staff, incoterms and methods of garment import and export.	ELO-02	5
	CLO2 Evaluate the specific working process of merchandiser staff from the stage of receiving information, developing samples, making pre-production models, calculating costs and product prices, monitoring production deployment to liquidation contract.	ELO-03	5
G2	CLO3 Select cooperation and consensus relationships between internal and external departments.	ELO-06	5
	CLO4 Connect information to the field of merchandising	ELO-08	4

G3	CLO5	Decide skilled team leadership and effective teamwork.	ELO-09	5
	CLO6	Focus effective communication skills on learning process; develop presentation skills in public.	ELO-10	4
	CLO7	Explain English in garment purchasing and production	ELO-11	4

9. Learning Ethics:

Students must do homework by themselves. If plagiarism is found students will get zero point.

10. Course Content:

Week	Contents	CLOs	CPT
1	Chapter 1: Overview of Merchandising Garment in Apparel		
	A/ Content and pedagogical methods in class: (3) Content 1. General Overview of Merchandising in Apparel 1.1. Definitions about Merchandising in Apparel 1.2. Obligation of Merchandising Department in the Company 1.3. Formality about Merchandising in Apparel 2. General Overview of Merchandising Garment in Apparel 1.1. Definitions about Merchandising Garment in Apparel 1.2. Functioning of Merchandising Garment in Apparel 1.3. Characteristic of Merchandising Garment in Apparel 1.3. Formality about Merchandising Garment in Apparel 1.4. Personnel structure about Merchandising Garment in Apparel 1.5. Obligation and duties of Merchandising Garment in Apparel 1.6. Procedure about purchasing order	CLO1 CLO2	5 5
	B/ Self-study contents: (6) + Indicate about forms of Merchandising Garment in Apparel at the Garment Company today. + Draw a flowchart that shows the sequence of job steps of Garment Merchandiser. + Learn about functions and duties of management staff in specific Garment Merchandiser.	CLO4	4
2	Chapter 1: Overview of Merchandising Garment in Apparel (continued)		
	A/ Content and pedagogical methods in class: (3) Content Discuss the content: How to design the order merchandising department in garment company? Explain the pros and cons when choosing that design method? 3. Factors affecting the work performance of merchandiser 3.1. Qualification 3.2. English level 3.3. Computer skill 3.4. Personal qualities and work skills 3.5. Incorporate company culture and build relationships in the workplace. 4. Introduce some recruitment requirements about garment merchandising position.	CLO1 CLO2 CLO4	5 5 4
	B/ Self-study contents: (6) - Read some requirements for merchandiser position employees provided by teachers before or by students. Problem 1: + Learn the recruitment requirements of garment merchandiser position. + Based on recruitment requirements, students self-assess their own strengths and weaknesses to overcome to apply for merchandiser position	CLO1 CLO2 CLO3 CLO4	5 5 5 4

	Chapter 2: Deploying the work of garment merchandiser		
	A/ Content and pedagogical methods in class: (3)	CLO1	5
	Content	CLO2	5
	1. Control and communicate information in merchandising	CLO3	5
	1.1. Information in merchandising activities	CLO4	4
	1.2. Control and communicate information in merchandising		
	2. Working with customers (Buyers)		
	2.1. How to approach customers		
	2.2. Customers evaluate businesses		
	2.3. Exchange order information.		
3	B/ Self-study contents: (6)	G 1.3	5
	Problem 2:	CLO3	5
	+ Skills to find order information and ways to attract customers' attention.	CLO4	4
	Problem 2:		
	+ Learn about the address of representative offices in Ho Chi Minh City.		
	+ Learn big places to supply material and sub-material for garment industry in Ho Chi Minh City area.		
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3)	CLO2	5
	Content	CLO3	5
	3. Search and select material supplier)	CLO4	4
	3.1. The objective of the search and select suppliers		
	3.2. Introduction of suppliers of garment and textile industry		
	3.3. Collect supplier informations		
4	3.4. Approach to suppliers		
	3.5. Supplier evaluation criteria		
	3.6. Principle of selecting suppliers		
	3.7. Process of performing search and select suppliers		
	3.8. Outline of fabric suppliers.		
	B/ Self-study contents: (6)	CLO4	4
	+ Negotiating skills on purchasing price of raw materials.		
	+ Learn the necessary content in an sales contract and export processing.		
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3)	CLO1	5
	Content	CLO2	5
	4. Search and select the subcontractor	CLO3	5
	4.1. Definition about the subcontractor		
	4.2. Classify subcontractors		
	4.3. Standards for selecting subcontractors		
	4.4. Introduce a number of criteria for evaluating own factories		
5	4.5. Advantages and disadvantages when cooperating with subcontractors		
	4.6. Search and select subcontractors		
	4.7. Evaluate the subcontractors		
	4.8. Drafting order processing contracts with processing companies.		
	B/ Self-study contents: (6)	CLO4	4
	+ Learn about calculating prices for garment products.	CLO7	4
	+ Practice reading skills and translating techpack in English for products: shirts, trousers, jeans, jackets ...		
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3)	CLO1	5
	Content	CLO2	5
6	5. Charging price	CLO3	5

	5.1. Overview of costing price 5.2. Process of costing price for a garment product 5.3. Calculate the cost of ordering fabric /materials 5.4. Calculate other costs		
	B/ Self-study contents: (6) + Review the price costing for garment products	CLO3 CLO4	5 4
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3) Content 6. Track and develop samples 6.1. Content, requirements, meaning of monitoring and development of samples 6.2. Process of tracking and developing samples 6.3. Send samples to customers for approval in each development stage of sample 6.4. Customers browse samples Problem 3: Calculate costing for garment products	CLO1 CLO2 CLO3	5 5 5
7	B/ Self-study contents: (6) + Review content: The meaning of different types of samples. + Diagram of the process of tracking and developing samples.	CLO3 CLO4	5 4
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3) Content 7. Ordering 7.1. The task of ordering work 7.2. Information needed for ordering 7.3. Development stage of raw materials 7.4. Phase of raw materials 7.5. Introduction to Lap dip table	CLO1 CLO2 CLO3	5 5 5
8	B/ Self-study contents: (6) + Collect ways to solve arising problems in the process of production + Collection and translation of email contents in merchandising activities	CLO4 CLO7	4 4
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3) Content 7. Ordering (cont) 7.6. Factors affecting the negotiation process and negotiation prices. 7.7. Fabric development and ordering process 7.8. Process of developing and ordering materials	CLO1 CLO2 CLO3 CLO4	5 5 5 4
9	B/ Self-study contents: (6) + Problem 4 (group exercises): Collect e-mail information exchanged between merchandiser staff with supplier, buyer, subcontractor, method of negotiation on purchase price of raw materials/garment processing price + Proposing measures to handle goods quality between merchandiser staff with customers and factories.	CLO4 CLO5 CLO6 CLO7	4 5 4 4
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3) Content 8. Prepare techpack for the production 8.1. Grouping techpack 8.2. Technical analysis / translation of techpack Problem 4: Presentation (group)	CLO1 CLO2 CLO3 CLO4 CLO5 CLO6	5 5 5 4 5 4
10			

		CLO7	4
	B/ Self-study contents: (6) + Collect and compile techpack in English and point out the contents to pay attention in merchandising plan	CLO4 CLO5 CLO6 CLO7	4 5 4 4
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3) Content 9. Monitor raw materials in production process 9.1. Balance materials and accessories. 9.2. Control of raw materials 10. Track the progress of order production 10.1. Follow the production plan of the factory 10.2. Pre-product meeting 10.3. Track the progress of order production	CLO1 CLO2 CLO3 CLO4 CLO7	5 5 5 4 4
11			
	B/ Self-study contents: (6) Collect one pre-product meeting document and point out important contents in that document.	CLO4 CLO7	4 4
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3) Content 11. Deploy and monitor product quality 11.1. Deploy product quality information to factory QC department 11.2. Track product quality at the factory 11.3. The work of preparing final goods with customer QC.	CLO1 CLO2 CLO3 CLO4 CLO7	5 5 5 4 4
12			
	B/ Self-study contents: (6) + Learn about the process of exporting goods and common problems in practice of this work. + Learn about Incoterms 2000, 2010.	CLO1 CLO2 CLO3	5 5 5
	Chapter 2: Deploying the work of garment merchandiser (continued)		
	A/ Content and pedagogical methods in class: (3) Content 12. Track shipping 12.1. Monitoring and statistics on the implementation of plans and product quality of the factory. 12.2. Prepare documents and export documents 12.3. Send export information to customers 12.4. Track the process of receiving customers and coordinate with the accounting department to complete the process of liquidating orders. 13. Prepare reports in merchandising 13.1. Outline some reports during the order fulfillment process 13.2. Report in merchandising	CLO1 CLO2 CLO3 CLO4 CLO7	5 5 5 4 4
13			
	B/ Self-study contents: (6) + Learn how to present documents, e-mail transactions, digital signatures.	CLO1 CLO2 CLO4	5 5 4
	Chapter 3: Conditions of international trade and international payment		
	A/ Content and pedagogical methods in class: (3) Content 1. Overview of Incoterms 2. Basic content of Incoterms 2000, 2010 3. The difference between Incoterms 2000, 2010 4. New trade conditions in Incoterms 2010	CLO1 CLO2 CLO3 CLO4 CLO7	5 5 5 4 4
14			

	5. The situation of Incoterms application in the garment industry in Vietnam 6. International payment 7. List of import and export dossiers		
	B/ Self-study contents: (6) + Review all the content learned. + Prepare questions about issues that are unclear, prepare for revision of all subjects.	CLO3 CLO4	5 4
	Chapter 4: Presenting email in the merchandising		
	A/ Content and pedagogical methods in class: (3) Content 1. E-mail in the enterprise 2. Notes when writing an email in an enterprise 3. How to present email 4. Some basic email templates used 5. Exercises + Review the end of the subject + Answering questions of students	CLO1 CLO2 CLO3 CLO4 CLO7	5 5 5 4 4
15	B/ Self-study contents: (6) + Review all subjects Problem 5: Write emails by English according to given situations	CLO7	4

11. Student Assessment:

- Grading scale: **10**

- Assessment plan:

Type	Content	Timeline	CLOs	Scale	Assessment method	Assessment tool	Rate (%)
Formative Assessment							50
Problem 1	+ Learn the recruitment requirements of garment merchandiser position. + Based on recruitment requirements, students self-assess their own strengths and weaknesses to overcome to apply for merchandiser position	Week 2	CLO1 CLO2 CLO3 CLO4	5 5 5 4	Essay writing, personal	Rubrics	10
Problem 2	+ Learn about the address of representative offices in Ho Chi Minh City. + Learn big places to supply material and sub-material for garment industry in Ho Chi Minh City area.	Week 3	CLO1 CLO2 CLO3 CLO4	5 5 5 4	Essay writing, personal	Rubrics	10
Problem 3	Calculate costing for garment products	Week 7	CLO3 CLO4	5 4	Essay writing, personal	Rubrics	30
Problem 4	Collect e-mail information exchanged between merchandiser staff with Supplier, Buyer, Subcontractor,method of negotiation on purchase price	Week 10	CLO4 CLO5 CLO6 CLO7	4 5 4 4	Essay writing, presentation group	Rubrics	40

	of raw materials / garment processing price + Proposing measures to handle goods quality between merchandiser staff with customers and factories.						
Problem 5	Write emails by English according to given situations	Week 15	CLO7	4	Essay writing, personal	Rubrics	10
Final examination							50
	Final examination		CLO2	5	Essay writing, personal	Rubrics	
			CLO4	4			
			CLO5	5			
			CLO6	4			
			CLO7	4			

CLOs	Problem#1	Problem #2	Problem #3	Problem #4	Problem #5	Final exam
CLO1	x	x				
CLO2	x	x				x
CLO3	x	x	x			
CLO4	x	x	x	x		x
CLO5				x		x
CLO6				x		x
CLO7				x	x	x

12. Learning Resources

- Textbooks:

1. Tran Thanh Huong, Ta Thi Ngoc Nhung, Pham Thi Ha – Merchandising - Ho Chi Minh City University of Technical Education - 2014

- References:

1. Faculty of Garment Technology & Fashion - Specialized English Dictionary - Ho Chi Minh City University of Technical Education - 2010.

2. Tran Thanh Huong - Production Preparation Curriculum - Ho Chi Minh City University of Technical Education - 2013.

3. Tran Thanh Huong - Costume Quality Management Curriculum - Ho Chi Minh City University of Technical Education - 2007.

4. Nguyen Thi Lien Diep - School administrator - Statistical Publishing House - 2006.

5. Ta Thi Kieu An, Ngo Thi Anh and authors - Quality Management - Statistics Publishing House -2010.

6. Doan Thi Hong Van, Kim Ngoc Dat - Import-Export Administration - Labor and Social Publishing House - 2010.

7. International Chamber of Commerce - Incoterms 2010, ICC's rules on the use of international and domestic trade conditions - Statistical Publishing House - 2010.

8. Dr. Jan Yager (Translator: Hoang Thu Huong) - Skills of writing commercial documents and letters - Saigon Culture Publishing House - 2010.

9. Tran Thi Pha Le & Nong Thi Phuong Nhu (grade 04109) - Graduation project: "Order management work at representative offices" - Ho Chi Minh City University of Technical Education - 2008.

10. Pham Thi Thanh Tuyen (grade 06109) - Graduation project: "Negotiating, negotiating and signing garment processing contracts" - Ho Chi Minh City University of Technical Education - 2010.

11. References on management work from garment companies and the Internet.

12. Some technical documents in actual production are provided by teachers or by students themselves.

13. Date of first approval: June 15, 2018

14. Approved by:

Dean



Vu Minh Hanh, M.Ed

Head of Department



Nguyen Ngoc Chau, PhD

Instructor



Tran Thanh Huong, M.Ed

15. Date and up-to-date content

1st time: Date	Instructor Head of Department
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