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Introduction

Definition/ Description of the training programme for *Textile & Apparel Merchandising*

Merchandiser is the interface between Buyer & Manufacturer/Producer. He/she is monitoring client's order during the entire production process, starting from ordering to shipment. Merchandising is the department which mediates marketing and production departments. Pricing is part of the merchandising department's duties.

Purpose of the Training Programme

The purpose of this training is to develop a range of skills and techniques, personal skills and attributes essential for successful performance in merchandizing sector in accordance with industry requirements. Graduates of this program may find employment in local and international textile/ garment industries

Overall Objectives of Training Programme

The main objective of this training program is to improve the employability of young graduates through qualifying job-related training in the merchandiser sector, and to train them so that they can prove to be an asset to this sector.

Competencies to Be Gained After Completion Of Course

- **A-** Execute post production tasks
- **B-** Implement Cross Merchandising
- **C-** Execute Brand Marketing Strategy
- **D-** Manage Financial Budget
- **E-** Practice Professionalism

Possible Available Job Opportunities Available Immediately and Later In The Future

- Merchandiser Senior Merchandiser
- Retail Merchandiser
- Merchandiser (Part-Time)
- Merchandise Coordinator
- Catalogue Production Manager
- Fashion Buyer

- Merchandise Display Artist
- Retail Store Manager
- Stock Clerk
- Stock Supervisor
- Quantity Surveyor
- Retail Planners

Trainee Entry Level

Middle or Equivalent (with English, Urdu and Numeracy reading and writing skills)

Minimum Qualification of Trainer

Teaching staff should have DAE with two years' experience or 2 years Certificate with five years' experience in Digging/Excavation. They should also hold or be working towards a formal teaching qualification.

Other formal qualifications in the Civil Construction or Mining would be useful in addition to the above.

Recommended Trainer: Trainee Ratio

The recommended maximum trainer: trainee ratio for this programme is 1 trainer for 25 trainees.

Medium of instruction i.e. language of instruction

Instruction will be Urdu and English.

Duration of the Course (Total Time, Theory & Practical Time)

This curriculum comprises 09 modules. The recommended delivery time is 600 hours. Delivery of the course could therefore be full time, 5 days a week. Training providers are at liberty to develop other models of delivery, including part-time and evening delivery.

The full structure of the course is as follow:

Module	Theory¹ Days/hours	Workplace² Days/hours	Total hours
Module 1: Execute Post Production Tasks	80	120	200
Module 2: Implement Cross Merchandising	80	120	200
Module 3: Manage Financial Budget	100	150	250
Module 4: Execute Build Brand Strategy	80	120	200
Module 5: Practice Professionalism	140	210	350

¹ Learning Module hours in training provider premises

² Training workshop, laboratory and on-the-job workplace

Sequence of the Modules

Each module covers a range of learning components. These are intended to provide detailed guidance to teachers (for example the Learning Elements component) and give them additional support for preparing their lessons (for example the Materials Required component). The detail provided by each module will contribute to a standardized approach to teaching, ensuring that training providers in different parts of the country have clear information on what should be taught. Each module also incorporates the industrial needs of Pakistan.

The distribution table is shown below:

Associate Merchandiser - 12 Months		
Module 1: Execute Post Production Tasks 200Hours	Module 2: Implement Cross Merchandising 200Hours	Module 3: Manage Financial Budget 200Hours
Module 4: Execute Build Brand Strategy 200 Hours	Module 5: Practice Professionalism 400 Hours	

Summary – overview of the curriculum

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p>Module 1: Execute Post Production Tasks</p> <p>Aim: After successful completion of this module, the trainee is competent in Executing Post Production Tasks</p>	<p>LU1: Monitor Post production Inspection</p> <p>LU2: Plan Shipment</p>	80	120	200
<p>Module 2: Implement Cross Merchandising</p> <p>Aim: After successful completion of this module, the trainee is competent in Implementing Cross Merchandising</p>	<p>LU1: Implement retail Marketing</p> <p>LU2: Execute Display for related/unrelated products</p>	80	120	200

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p>Module 3: Execute Brand Marketing Strategy</p> <p>Aim: After successful completion of this module, the trainee is competent in Building Brand Strategy</p>	<p>LU1: Perform Orientation of Market Trends</p> <p>LU2: Set Business Objectives</p> <p>LU3: Perform Tactical execution of product using Ps</p>	100	150	250
<p>Module 4: Manage Financial Budget</p> <p>Aim: After successful completion of this module, the trainee is competent in Managing Budget</p>	<p>LU1: Develop Budget</p> <p>LU2: Develop Long-term budget</p> <p>LU3: Identify ways to maximize future finances</p>	80	120	200
<p>Module 5: Practice Professionalism</p> <p>Aim: After successful completion of this module, the trainee is competent in Practicing Professionalism</p>	<p>LU1: Develop Portfolio for industry</p> <p>LU2: Perform Internship</p>	140	210	350

Modules

Module 1: Execute Post Production Tasks

Objective of the module: The aim of this module to get knowledge, skills and understanding to Executing Post Production Tasks

Duration: 200 hrs.

Theory: 80 hrs.

Practical: 120 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Monitor Post production Inspection	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Examine Post production inspection results of (Greige fabric, Dyeing, Lab test, Size patterns, Stitching, Cropping, Damages, Ironing, Folding, Packing, etc.) 2. Analyse the shipment procedure according to the final inspection results. 	<ul style="list-style-type: none"> Analyse post production inspection results Evaluate post production inspection results Describe modes of shipment (by air, by sea and by road) Describe terms and conditions of shipment Explain types of packing (solid/assorted) Explain Payment Plan according to the currency Explain taxation policy 	<p>Total: 100hrs Theory: 40hrs Practical: 60hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> Notebooks Pencils Color pencils Erasers Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
		<p>Practical Activity:</p> <ol style="list-style-type: none"> 1. Prepare a shipment report inclusive taxation policy. 			

<p>LU2: Plan Shipment</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Calculate CBM by shipment volume 2. Plan Dispatch 3. Prepare Shipment Documents (Commercial Invoice, Pro-forma Invoice, Packing list, Bill of lading (Sea shipment), Airway bill (Air shipment), Certificate of goods, Certificate of an origin, Inspection certificate, 	<ul style="list-style-type: none"> • Define Cubic Meter (CBM) • Describe the importance of CBM calculation for shipment • Explain how to calculate CBM • Define Dispatch Plan • Explain the process of Dispatch • Explain logistic services: <ul style="list-style-type: none"> ○ Time duration ○ Price comparison ○ Insurance policies, etc. • Define Supply Chain Management (SCM) • Explain the process of (SCM) • Define shipment documents • Interpret different import documents (Bill of Lading, packing list, etc.) 	<p>Total: 100hrs</p> <p>Theory: 40hrs</p> <p>Practical: 60hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system with adobe photo shop soft ware 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
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	<p>Compliance certificates (Quality Standards Certificates), etc.</p>	<ul style="list-style-type: none"> • Interpret different export documents (Performa invoice, Certificate of Origin, etc.) • Explain Custom clearance procedures 			
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Calculate CBM by shipment volume of consignment assigned by trainer. 2. Prepare any 3 shipment documents assigned by trainer. 			

Module 2: Implement Cross Merchandising

Objective of the module: The aim of this module to get knowledge, skills and understanding to Implement Cross Merchandising

Duration: 200 hrs.

Theory: 80 hrs.

Practical: 120 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Implement V.M. retail Marketing	The trainee will be able to: <ol style="list-style-type: none"> Plan In-store promotions (experiential shopping, V.M., through analysis of store, layout lighting, fixtures, props, window, etc.) Implement In-store branding Implement external store branding 	<ul style="list-style-type: none"> Define retail marketing in reference to Visual Merchandising Explain the importance of retail marketing in reference to Visual Merchandising Define In-store promotion Explain experiential shopping Understand Design Software (Photoshop software/CAD) Define In-store branding Explain the types of in-store branding (broachers, leaflets, promotional tags, etc.) Explain elements of store branding (Logo, Theme Line, Shape, Graphics, Color, Sound, Movement, etc.) Define external branding 	Total: 100hrs Theory: 40hrs Practical: 60hrs	Consumable <ul style="list-style-type: none"> Notebooks Pencils Color pencils Erasers Sharpeners Non Consumable <ul style="list-style-type: none"> White board Multimedia Internet Computer system with relevant soft wares 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)

		<ul style="list-style-type: none"> • Explain the importance of external store branding • Describe cross merchandising (key partners) for external branding 			
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Plan a campaign shoot of 2 or more than 2 different products, assigned by trainer and submit the report. 2. Make in-store promotion plan using <ul style="list-style-type: none"> • Design broacher/leaflet/ promotional tag as assigned by trainer • Make Logo/Theme Line/Shape/Graphics/Color/Sound, Movement assigned by trainer 			

<p>LU2: Execute Display for related/unrelated products</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Plan window displays/Floor plans for cross merchandising using Photoshop software/CAD 2. Execute window display for cross merchandising 3. Execute Floor Plans for cross merchandising 	<ul style="list-style-type: none"> • Define related and unrelated products • Describe the difference between window display and floor plans • Describe how to plan window display using Photoshop Software/CAD • Define cross merchandising for window display • Define cross merchandising for Floor plans • Explain how to design floor plan using Photoshop Software/CAD 	<p>Total: 100hrs Theory: 40hrs Practical: 60hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Prepare a floor and window display plan on any season by using software. 2. Make a floor plan using unrelated and related products for clothing store 			

		and also do mock activity in class in group			
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Module 3: Execute Brand Marketing Strategy

Objective of the module: The aim of this module to get knowledge, skills and understanding to Execute Brand Marketing Strategy

Duration: 250 hrs.

Theory: 100 hrs.

Practical: 150 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Perform Orientation of Market Trends	The trainee will be able to: <ol style="list-style-type: none"> 1. Perform competitor/category analysis (Interview, survey, social media, etc.) according to the requirement. 2. Perform consumer analysis (behaviour, buying power, etc.) using digital media according to the requirement. 3. Perform STP (Segmentation, Targeting and positioning) 	<ul style="list-style-type: none"> Describe market trends Describe the competitive analysis Describe Business objectives Explain Tactical Execution Tools relating to Market needs Define 'Consumer Analysis' Describe the process of consumer analysis Define the importance of Digital Media Define Marketing Research Describe types of Marketing Research Define segmentation Describe types of segmentation Define targeting in market Define product positioning 	Total: 70hrs Theory: 30hrs Practical: 40hrs	Consumable <ul style="list-style-type: none"> Notebooks Pencils Color pencils Erasers Sharpener Non Consumable <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)

		<p>Practical Activity:</p> <ol style="list-style-type: none"> 1. Prepare an interview guide for customers to find competitors analysis. Make a mock interview in class. 2. Perform STP (segmentation, targeting and positioning) of any product of students own interest. Make full description chart of: <ul style="list-style-type: none"> o Segmentation o Targeting o positioning 			
<p>LU2: Set Business Objectives</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Plan short term business objectives (sales and promotion) 2. Plan long term business objectives (Market shares) 	<ul style="list-style-type: none"> • Define Business Objectives • Define Sale Objectives • Describe the importance of short term/seasonal business and sale objectives • Explain short term business strategies (aims, goals, plans, barriers, business growth, promotional activities, etc.) 	<p>Total: 80hrs Theory: 30hrs Practical: 50hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet 	<p>Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial</p>

		<ul style="list-style-type: none"> • Describe long term business and sale objectives • Describe the importance of long-term business and sale objectives • Explain long term business strategies (goals and achievements, plans, selection of product, budget & pricing, Channels of distribution, etc.) • Define and explain Market Shares (Types, importance and calculation) 		Computer system	office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Prepare a list of short term and long term goals for clothing store 2. Make a business plan of clothing store describing details of: <ul style="list-style-type: none"> ○ Products ○ Budget methods ○ Pricing techniques ○ Selection of distribution 			

		<p>channels(reason for selecting that channel)</p> <ul style="list-style-type: none"> o Calculate market share of the business 			
<p>LU3: Perform Tactical execution of product using Ps</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Plan Product requirement according to Market needs 2. Plan Price requirement according to Market needs 3. Plan Place requirement according to Market needs 4. Plan Promotion requirement according to Market needs 	<ul style="list-style-type: none"> • Evaluate Market Analysis • Define 4Ps of Marketing • Define Tactical execution • Explain Tactical skills for planning • Define Tactical pricing • Explain the planning of price requirement (Premium, skimming, value, penetration) according to market needs • Analyse Market requirement, including: <ul style="list-style-type: none"> o Market analysis o Consumer analysis o Target market o SWOT analysis 	<p>Total: 100hrs Theory: 40hrs Practical: 60hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>

		<ul style="list-style-type: none">• Describe Market placement strategies• Define Promotion• Describe types of promotion (Advertising, sale, personal selling and publicity)• Describe promotional trends (Artificial intelligence, video contents, mobile coupons and e-mail marketing)• Describe Promotional strategies (Direct, guerrilla, content, influential, cause marketing Above The Line (ATL) and Below The Line (BTL))• Explain role of promotion (interest, awareness, demand creation and induce prospect)			
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		<p>Practical Activity:</p> <ol style="list-style-type: none">1. Prepare a promotional plan of product assigned by trainer describing methods used for:<ul style="list-style-type: none">o Advertisingo personal sellingo publicity2. Prepare promotional strategy for prêt clothing store using any one or two strategies from given list also describe the reasons for selecting those strategies. (Direct, guerrilla, content, influential, cause marketing Above The Line (ATL) and Below The Line (BTL))			
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Module 4: Manage Financial Budget

Objective of the module: The aim of this module to get knowledge, skills and understanding to Manage Financial Budget

Duration: 200 hrs.

Theory: 80 hrs.

Practical: 120 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Develop Budget	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Calculate current direct/indirect expenses using available information to prepare a budget 2. Keep a record of all income and expenses for a short period of time to help estimate on-going expenses 3. Subtract total expenses from total income to determine a surplus or deficit budget for the specified period 	<ul style="list-style-type: none"> • Define Budget • Describe types of Budget • Describe types of Expenses • Explain the methods to calculate direct/indirect expenses using available information to prepare a budget • Explain the abilities to plan and organize records and monitor a budget • Explain basic financial management and record keeping to enable development and management of project finances • Explain the methods to Keep a record of all income and expenses for a short period of time to help estimate on-going 	<p>Total: 80hrs Theory: 30hrs Practical: 50hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>

	<p>4. Find reasons for a deficit budget and ways to reduce expenditure identified</p> <p>5. Identify ways to increase income</p>	<p>expenses, using appropriate software.</p> <ul style="list-style-type: none"> • Explain the methods to Subtract total expenses from total income to determine a surplus or deficit budget for the specified period • Explain the methods to find reasons for a deficit budget • Describe the ways to reduce identified expenditures • Describe ways to increase income • Outline numeracy skills to compare income and expenditure • Describe 30 Rule of income. <p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Prepare a list of direct and indirect expense. 2. Prepare a sample budget plan including: 			
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		<ul style="list-style-type: none"> ○ Direct and indirect expenses ○ Income details ○ Determine deficit budget(total income-total expenses) 			
LU2. Develop Long-term budget	The trainee will be able to: <ol style="list-style-type: none"> 1. Analyse income and expenditure and set long term personal financial goals. 2. Develop a long-term budget based on the outcomes of short-term budgeting. 3. Identify obstacles that might affect the business 4. Formulate a regular savings plan based on budget 	<ul style="list-style-type: none"> • Describe abilities to set and review goals • Explain the methods to analyse income, expenditure and to set long term personal financial goals, using appropriate software. • Explain the ways to develop a long-term budget based on the outcomes of short-term budgeting • Describe obstacles effecting business (interest rate, 	Total: 70hrs Theory: 30hrs Practical: 40hrs	Consumable <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture,

		<p>exchange rate, expenditure patterns, etc.)</p> <ul style="list-style-type: none"> • Define saving plan • Explain saving plan according to budget 			electrical manufacture)
		<p><u>Practical Activity:</u></p> <p>1. Prepare a budget including:</p> <ul style="list-style-type: none"> ○ Interest rate ○ Exchange rate ○ Expenditure patterns ○ Saving plans 			
<p>LU3. Identify ways to maximize future finances</p>	<p>The trainee will be able to:</p> <p>1. Determine sources to maximize project finances</p> <p>2. Identify the need for debt to finance direct/indirect expenses</p>	<ul style="list-style-type: none"> • Define sources (equity, debts and Govt. grants) for project finances • Describe project finances (Cash flow, liability, claim and assets) • Describe the need for debts to finance direct/indirect expenses • Describe the effect of debts on financial statement 	<p>Total: 50hrs Theory: 20hrs Practical: 30hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Color pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for</p>

	<p>3. Consolidate existing debt, where possible, to minimize interest costs and fees.</p>	<ul style="list-style-type: none"> • Describe consolidated existing debt • Describe benefits of financial goal setting and project finances to enable effective management to minimize interest costs and fees 			<p>example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
		<p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Prepare a plan of business including: <ul style="list-style-type: none"> ○ Sources of finance (equity, debts and Govt. grants) ○ Finances (Cash flow, liability, claim and assets) 			

Module 7: Practice Professionalism

Objective of the module: The aim of this module to get knowledge, skills and understanding to Practice Professionalism.

Duration: 350 hours **Theory:** 140 hours **Practical:** 210 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Develop Portfolio for industry	The trainee will be able to: <ol style="list-style-type: none"> 1. Select previous assignments for portfolio 2. Work on previous selected assignments for portfolio 3. Compile variety of assignments for portfolio 4. Make Professional Portfolio for industry 5. Develop Digital Portfolio for industry 	<ul style="list-style-type: none"> • Importance of portfolio • Compilation of different assignments for portfolio • Types of Portfolios 	Total: 116 hrs. Theory: 50hrs. Practical: 66hrs.	Consumable <ul style="list-style-type: none"> • Notebooks • Sketch files • Paint Mediums • Pencils • Erasers Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • Colour palates • Paint brushes • Water container • Drawing Board 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)

<p>LU2. Perform Internship</p>	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Prepare for internship <ul style="list-style-type: none"> o Personal Presentation o Portfolio Presentation o Interview preparation 2. Demonstrate Ethics for Internship 3. Identify Industry for internship <ul style="list-style-type: none"> o Brands o Boutiques o Stitching Units o Garment Factories o Textile Industries 4. Perform Internship in Industry <ul style="list-style-type: none"> o Fill the Performa of Internship o Report the performance of internship 	<ul style="list-style-type: none"> • Advantages of Internship • Ethics for Internship • Identifying industry for internship 	<p>Total: 234hrs. Theory: 90hrs. Practical: 144hrs.</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Sketch files • Paint Mediums • Pencils • Erasers <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • Colour palates • Paint brushes • Water container • Drawing Board 	<p>Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
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General assessment guidance for *Textile Merchandiser*

Good practice in Pakistan makes use of sessional and final assessments, the basis of which is described below. Good practice by vocational training providers in Pakistan is to use a combination of these sessional and final assessments, combined to produce the final qualification result.

Sessional Assessment is going on all the time. Its purpose is to provide feedback on what students are learning:

- To the student: to identify achievement and areas for further work
- To the teacher: to evaluate the effectiveness of teaching to date, and to focus future plans.

Assessors need to devise sessional assessments for both theoretical and practical work. Guidance is provided in the assessment strategy

Final Assessment is the assessment, usually on completion of a course or module, which says whether or not the student has "passed". It is – or should be – undertaken with reference to all the objectives or outcomes of the course, and is usually fairly formal. Considerations of security – ensuring that the student who gets the credit is the person who did the work – assume considerable importance in final assessment.

Methods of Assessment

For lessons with a high quantity of theory, written or oral tests related to learning outcomes and/ or learning content can be conducted. For workplace lessons, assessment can focus on the quality of planning the related process, the quality of executing the process, the quality of the product and/or evaluation of the process.

Methods include direct assessment, which is the most desirable form of assessment. For this method, evidence is obtained by direct observation of the student's performance.

Examples for direct assessment of a Textile Merchandiser include:

- Work performances, for example perform basic communication, maintain personal health, hygiene and safety, perform basic computer operations, and dispose the waste materials.
- Demonstrations, for example organize store merchandizing, handling documents
- Direct questioning, where the assessor would ask the student how to perform personal safety at work place, how they can communicate work place policy and

procedures, how they can handle documents, what are the benefits of organizing store merchandising

- Paper-based tests, such as multiple choice or short answer questions on communication at work place policy and procedures, handling documents, organizing store merchandizing
- Indirect assessment is the method used where the performance could not be watched and evidence is gained indirectly.

Examples for indirect assessment of a Textile Merchandiser include:

- Work products, such as preparing and handling documents, perform some procedures of store merchandising

Indirect assessment should only be a second choice. (In some cases, it may not even be guaranteed that the work products were produced by the person being assessed.)

Principles of Assessment

All assessments should be valid, reliable, fair and flexible:

Fairness means that there should be no advantages or disadvantages for any assessed person. For example, it should not happen that one student gets prior information about the type of work performance that will be assessed, while another candidate does not get any prior information.

Validity means that a valid assessment assesses what it claims to assess. For example, if documentation or organizing procedures of store merchandiser are to be assessed and certificated, the assessment should involve performance criteria that are directly related to that documentation activity. An interview about the organization of store merchandizing would not meet the performance criteria.

Reliability means that the assessment is consistent and reproducible. For example, if the work performance of preparing documents in words has been assessed, another assessor (e.g. the future employer) should be able to see the same work performance and witness the same level of achievement.

Flexibility means that the assessor has to be flexible concerning the assessment approach. For example, if there is a power failure during the assessment, the assessor should modify the arrangements to accommodate the students' needs.

Assessment strategy for *Junior Merchandiser*

This curriculum consists of 08 modules:

- Module 1: Execute post production tasks
- Module 2: Implement Cross Merchandising
- Module 3: Execute Brand Marketing Strategy
- Module 4: Manage Financial Budget
- Module 5: Practice Professionalism

Sessional Assessment

The sessional assessment for all modules shall be in two parts: theoretical assessment and practical assessment. The sessional marks shall contribute to the final qualification.

Theoretical assessment for all learning modules must consist of a written paper lasting at least one hour per module. This can be a combination of multiple choice and short answer questions.

For practical assessment, all procedures and methods for the modules must be assessed on a sessional basis. Guidance is provided below under Planning for assessment.

Final Assessment

Final assessment shall be in two parts: theoretical assessment and practical assessment. The final assessment marks shall contribute to the final qualification.

The Assessment Team

The number of assessors must meet the needs of the students and the training provider. For example, where two assessors are conducting the assessment, there must be a maximum of five students per assessor. In this example, a group of 25 students shall therefore require assessments to be carried out over a four-day period. For a group of only 10 to 15 students, assessments would be carried out over a two-day period only.

Planning for Assessment

Sessional Assessment: assessors need to plan in advance how they will conduct sessional assessments for each module. The tables on the following pages are for assessors to use to insert how many hours of theoretical and practical assessment will be conducted and what the scheduled dates are.

Final Assessment: Training providers need to decide ways to combine modules into a cohesive two-day final assessment programme for each group of five students. Training providers must agree the content for practical assessments in advance.

Complete List of Tools and Equipment

Sr no	Description	Quantity
1	Computer with relevant software and internet	26
2	Printer	1
3	Multi media	1
4	Whiteboard	1
5	Lights	1
6	Mannequin	5
7	Props	

List of Consumable Supplies

Sr no	Material	Quantity
1	Colour box pencil(12)	25
2	Color box water color	25
3	Colour box oil colours	25
4	White sheets	40
5	Stencils	30

6	White sheets	30
7	A4 rim	13
8	Note books	25
9	Eraser	25
10	Pencils	25
11	Sharpener	25

Credit Values

The credit value of the National Certificate Level 2 in Textile Merchandizing is defined by estimating the amount of time/ instruction hours required to complete each competency unit and competency standard. The NVQF uses a standard credit value of 1 credit = 10 hours of learning (Following Higher Education Commission (HEC) guidelines).

The credit values are as follows:

Competency Standard	Estimate of hours	Credit
A. Execute Post Production Tasks	200	20
B. Implement Cross Merchandising	200	20
C. Manage Financial Budget	250	25
D. Execute Build Brand Strategy	200	20
E. Practice Professionalism	350	35