DIPLOMA IN
FOOTWEAR TECHNOLOGY

CURRICULAR STRUCTURE
AND
SYLLABUS OF PART – III

WEST BENGAL STATE COUNCIL OF TECHNICAL EDUCATION
“KOLKATA KARIGORI BHAVAN” 110 S N BANERJEE ROAD (2ND FLOOR),
KOLKATA – 700 013
<table>
<thead>
<tr>
<th>SR. NO.</th>
<th>SUBJECT</th>
<th>CREDIT S</th>
<th>PERIODS</th>
<th>INTERNAL SCHEME</th>
<th>EVALUATION SCHEME</th>
<th>MARKS TOTAL</th>
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<td>4</td>
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<td>5</td>
<td>DESIGNING, PATTERN DEVELOPING &amp; MAKING (SPECIAL TYPE)</td>
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STUDENT CONTACT HOURS PER WEEK: 33Hrs.

Theory and Practical Period of 60 Minutes each.
PART - III SECOND SEMESTER

INDUSTRIAL MANAGEMENT WITH MARKETING

<table>
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<tr>
<th>Subject Code</th>
<th>Course Offered in</th>
<th>Course Duration</th>
<th>4 Lecture contact</th>
<th>Full Marks</th>
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<td>FWT / 6 / T1 / IMM</td>
<td>3rd Year 2nd Semester</td>
<td>Weeks</td>
<td>periods per week</td>
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EXAMINATION SCHEME

Internal assessment marks 30 and END SEMESTER EXAMINATION MARKS 70

Distribution of Internal assessment marks : Teacher’s Assessment 10, Class Test 20.

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<td>Industrial Management with Marketing</td>
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<td>T 10 C 20 T 30 TOTAL 70 ESE PR TW 100</td>
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DETAIL COURSE CONTENT

INDUSTRIAL MANAGEMENT:

1) Introduction to Management Science:
2) Organisational Behaviour:
3) Human Resource Management:
4) Material Management:
   Material Management – Concept & Definition – Functions – Purchase – Store - Inventory Control – ABC Analysis – VED Analysis.
5) Introduction to Industrial Engineering (Basic Idea), PRINCIPLES OF SHOP FLOOR SUPERVISION WITH EMPHASIS ON 5S, SAFETY AND MOTIVATION

MARKETING:

1) Introduction to Marketing Footwear.
2) Understanding the Marketing Mix (Product, Price, Place & Promotion) - specific consequences of footwear marketing
3) The Marketing Environment - Impact of various Macro & Micro Environment factors on marketing decisions.
4) Market Segmentation & Market Targeting
5) Ability to read trends of Footwear in respect of fashion, style & economy and setting marketing strategy accordingly.
6) Marketing techniques for Footwear – through shops (own & others), stalls, through wholesalers, through traders, through Govt. Initiatives, through Export agents & Export buyers.
7) Advertising Management – Importance- Deciding the media.
8) Sales promotion – Importance – Tools & Techniques of Sales promotion- Organising Sales Promotion Campaign.

TEXT BOOKS:

SELECTION OF MATERIAL NON LEATHER AND ACCESSORIES

Subject Code: FWT / 6 / T1 / SMNL  
Course offered in: Part III – 2nd Semester  
Course Duration: 17 weeks  
3 lecture + 3 tw contact periods per week  
Full Marks: 125

EXAMINATION SCHEME

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Internal assessment marks 55 and END SEMESTER EXAMINATION MARKS 70
Distribution of Internal assessment marks: Teacher’s Assessment 10, Class Test 20, Term work 25

DETAIL COURSE CONTENT

Non-Leather Materials :
-- Artificial Leathers
-- Leather Boards
-- Cellulose Board
-- Card Board
-- RANDOMA
-- Blended Board.

Fabrics:
-- Introduction
-- Fibres – Its Classification
-- Classification of Fabrics
-- Warp, Weft, selvedge, Loom movement in weaving
-- Basic Woven Designs – Plain weave, Twill Weave, Drill Weave, Satin Weave.

Special Fabrics:
-- Adhesive backing (Thermoplastic, Latex Treated)
-- Toe – Puff and Counter materials
-- BUCKRAM
-- Stay Fabrics
-- Elasticised Lining
-- Pile Fabrics.

Rubber:
Introduction & Origin;
Use of different rubber products [Solid Rubber, MCR, Plantation Crape, Resin Rubber];
Composition of NR & its primary processing;
Basic chemistry of Vulcanization, Compounding of Rubber, Different ingredient used in rubber compounding;
Manufacturing process of TPR, Crape Rubber, [preparation, compounding, shaping, vulcanizing]

POLYMER
Introduction, Classification of Polymers, Uses of Different Polymeric Materials, Polymerization,
Different Polymerization Technique,
Introduction, Preparation and Uses of different polymers like PVC, PU, EVA, PVA,

Material and Quality Requirement for Different Footwear Components:
Insoles;
Soles;
Stiffeners;
Toe-puffs;
Heels;
Shanks;

TERM WORK

Identification of different Non-Leather Materials.
Identification of Fabrics and Special Fabrics.
Identification of different types of Soling Material.
Identification of different types of Reinforcement material.

Recommended Books:

ENTREPRENEURSHIP DEVELOPMENT

Subject Code: FWT / 6 / T1 / EDP
Course offered in: Part III – 2nd Semester
Course Duration: 17 weeks
3 lecture + 1 TW contact periods
Full Marks: 125

EXAMINATION SCHEME
Internal assessment marks 55 and END SEMESTER EXAMINATION MARKS 70
Distribution of Internal assessment marks: Teacher’s Assessment 10, Class Test 20, Term work 25

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<td>10</td>
<td>70</td>
<td>125</td>
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DETAIL COURSE CONTENT

UNIT I: INTRODUCTION TO ENTREPRENEUR
- Concept of Entrepreneur
- Functions of Entrepreneur
- Types of Entrepreneur
- Development of Entrepreneurship

UNIT II: CREATIVITY AND INNOVATION
- Exercises on Creativity
- Value Analysis Innovation and Entrepreneurship
- Modules of Innovation

UNIT III: BUSINESS PLANNING PROCESS
- Meaning of business plan
- Business plan process
- Production/operations plan
- Financial Plan
- Final project report with feasibility study

UNIT IV: ENTREPRENEURSHIP DEVELOPMENT AND ROLE OF GOVERNMENT
- Role of Central Government and State Government in promoting Entrepreneurship
- Role of agencies in the Entrepreneurship Development

UNIT V: INTERNATIONAL ENTREPRENEURSHIP OPPORTUNITIES
- Importance of international business to the firm
- Stages of economic development
Direct foreign investment

UNIT VI: MANAGING GROWTH
Management roles and functions in a small business
Productivity and environment
Joint ventures- types
Acquisitions and merger

TERM WORK: Student has to make individual project report for their business.

TEXT BOOKS:

LEATHER TECHNOLOGY – II (ELECTIVE)

Subject Code: FWT / 6 / T4 / ELT2
Course offered in: Part III – 2nd Semester
Course Duration: 17 weeks
2 lecture + 3 PRACTICAL contact periods per week
Full Marks: 50+50

EXAMINATION SCHEME
Internal assessment marks 15 and END SEMESTER EXAMINATION MARKS 35, Practical Marks 50
Distribution of Internal assessment marks : Teacher’s Assessment 5, Class Test 10
Practical Marks:
Internal assessment of 25 marks shall be held throughout the Semester on the entire syllabus.
Distribution of marks: Practical Book – 5; on the spot job – 10; Assignment – 10.

External assessment of 25 marks shall be held at the end of the Semester on the entire syllabus. One job per student from any one of the jobs done is to be performed. Job is to be set by lottery system. Distribution of marks: On the spot job – 15; Viva-voce – 10.

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<td>3) LEATHER TECHNOLOGY-II OR</td>
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DETAIL COURSE CONTENT

1. Post tanning operations (Chemical & Mechanical Processes) for Leather making. Neutralisation, Bleaching, Dyeing, Fat liquoring, Currying, Theory of Lather Drying.

PRACTICAL:
Visiting Tanneries; Thorough study of practical work procedures including handling; Preparing‘ Practical work book’.

Recommended Books:
2. Sarkar K.T. " Theory & Practice of Leather Manufacture".
LEATHER GOODS TECHNOLOGY – II (ELECTIVE)

Subject Code: FWT / 6 / T4 / ELG2
Course offered in: Part III – 2nd Semester
Course Duration: 17 weeks
2 lecture + 3 PRACTICAL contact periods per week
Full Marks: 50+50

EXAMINATION SCHEME
Internal assessment marks 15 and END SEMESTER EXAMINATION MARKS 35, Practical Marks 50
Distribution of Internal assessment marks: Teacher’s Assessment 5, Class Test 10

Practical Marks:
Internal assessment of 25 marks shall be held throughout the Semester on the entire syllabus.
Distribution of marks: Practical Book – 5; on the spot job – 10; Assignment – 10.

External assessment of 25 marks shall be held at the end of the Semester on the entire syllabus. One job per student from any one of the jobs done is to be performed. Job is to be set by lottery system. Distribution of marks: On the spot job – 15; Viva-voce – 10.

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<td>10 15 35 50</td>
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DETAILED COURSE CONTENT

i) Manufacturing Processes: Introduction; Designing; Pattern Developing; Material Cutting; Splitting, Preparation; Groving, Skiving, Edge Treatment, Folding & Tuning Over, Cementing & bonding, Creasing, Piping, Fixing findings & fasteners, Assembling, Different types of seam edge, Finishing.

ii) Construction: Methods: simple stitched, moulded, Built-up, Box work; Designing & Styling: Introduction, Feature of style, Elements of style; Designing & Styling of Leather Goods – Introduction, Hand Bags, Belts, Billfolds, Wallets, Purse, Folio, pouch, Briefcase, Travel Bag.

iii) Quality Control: Introduction, Material Control, In process quality Control; Finished Article quality control.


PRACTICAL:


TEXT BOOKS:
DESIGNING, PATTERN DEVELOPING & MAKING (SPECIAL TYPE)

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<td>Part III – 2nd Semester</td>
<td>17 weeks</td>
<td>per week</td>
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EXAMINATION SCHEME

Practical Marks:
Internal assessment of 75 marks shall be held throughout the Semester on the entire syllabus.
Distribution of marks: Practical Book – 10; on the spot job – 20; Assignment(Designing 10 + Making 10), Term Work (Designing) 25

External assessment of 50 marks shall be held at the end of the Semester on the entire syllabus. One job per student from any one of the jobs done is to be performed. Job is to be set by lottery system. Distribution of marks: On the spot job – 40; Viva-voce – 10.

DETAIL COURSE CONTENT

Designing (Direct Method):
1) Sports shoes
2) California constructed shoes
3) Ankle Boot

Making:
1) California constructed shoes
2) Ankle Boot
3) Sports shoes

TEXT BOOKS:
2. Somenath Ganguly, 'Comprehensive Footwear Technology' ILTA, Kolkata Publication.

INDUSTRIAL TRAINING & PROJECT

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<th>Subject Code</th>
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<td>FWT / 6 / S2 / ITP</td>
<td>Part – III Second Semester</td>
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EXAMINATION SCHEME

Industrial Training for 1 month (at least) in reputed Footwear Organization and preparing an individual project report on any topic as guided by CFTC / concerned Organization. During Examination they have to produce an Industrial Training Report and Seminar Presentation on individual Project.

TERM WORK: Industrial Training Report and Seminar Presentation on individual Project.
VIVA VOCE

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<td>FWT / 6 / S2 / VVo</td>
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**COURSE CONTENT**

The syllabi of all the theoretical and sessional subjects taught in the three years of diploma education.

**EXAMINATION SCHEME**

The Final Viva-Voce Examination shall take place at the end of the Part – III Second Semester. It is to be taken by one External and one Internal Examiner. The **External Examiner** is to be from Industry / Engineering College / University / Government Organisation and he / she should give credit out of 50 marks; whereas, the **Internal Examiner** should normally be the Head of the Department and he / she should give credit of 50 marks. In the absence of the Head of the Department the senior most lecturer will act as the Internal Examiner.