

Ministry of Education

Test Blueprint for National Exit Examination to be held in 2015 E.C

Program: - B.Sc. in Textile and Apparel Merchandising

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1. Introduction

The main purpose of this manual is to give direction on how to develop blueprint for content specialists so that they can develop a test blueprint for Textile & Apparel merchandizing.

The B.Sc. in Textile and Apparel Merchandising program was started in 2012 at Bahir Dar University in Ethiopian Institute of Textile and Fashion Technology (EiTEX) and it has a duration of 4 academic years and it is the first and the only program available in Ethiopia. The program offers students the skills, knowledge, and experiential experiences needed for successful careers in fashion related industry of textile and apparel creations and the retail industry with a specific focus on merchandising. The program was designed to fulfill the requirement of qualified and creative personnel in business & marketing activities of the Ethiopian textile and apparel industry, which has been traditionally practiced and uncompetitive in world market share. Students in the program study apparel design, product development, history of costume, merchandising and buying, fashion marketing strategies, forecasting, and fashion business practices. Students also study the selling of textile and apparel products as well as the designing, buying, promotion, and sale of goods and services. The goal of the textile and apparel merchandising program is to give graduates a wide education and training in textile and apparel marketing that will prepare them for the demands of their careers in the world's rapidly changing environment. Moreover, it aims to initiate, develop and sustain research activities that are critical for Ethiopian textile and garment sectors involved in marketing of textile and apparel products.

The curriculum of the program was developed, mainly by taking into consideration of the specific objectives of the institute in relation to textile and garment sectors' role in the development of the country. The curriculum was expected to give the students a strong, broad based background in textile and apparel merchandising, and to provide the

students with adequate skills in practical works supported by theoretical knowledge necessary for a professional in Textile and Apparel Merchandising. So, generally after 4 year stay with in this department students are expected to be familiar with, overall apparel manufacturing process, selling and buying of merchandise, negotiation and within business environment elements.

Generally, test blueprint will help to ensure tests: 1) Appropriately assess the achievement of instructional objectives of the course; 2) Appropriately reflect key course goals, objectives and the material learned or covered during the instruction period; and 3) Include the appropriate item formats along with the knowledge and skills being assessed.

2. Objectives and significance of Test Blueprint Preparation

2.1. Objectives

- To identify the major competency areas under the textile and apparel merchandising department.
- To develop a blue print for Textile & Apparel merchandizing
- To explain the knowledge, skills, and attitudes under each competency area in the department.
- To Facilitate the Exit exam process by providing the necessary information in the selected areas of competency.
- To help the students to be competent and pass the national exit exam.

2.2. Significance

- This document helps each responsible party to know about the Department and have an understanding of its major competency areas.
- It helps the exit exam preparation committee to facilitate its exam preparation process through providing the necessary information about the department

- To help the students to be competent and pass the national exit exam.
- Finally it helps to achieve quality education due to having capable and competent students for the sector.

3. **Expected Profiles of Graduates'**

The graduates of textile and apparel merchandising will be able to:

- Master the fundamental textile and apparel manufacturing and merchandising processes
- Evaluate the textile product and production processes to analyze the relationship between the physical properties of the product and consumers' responses to those properties;
- Understand appearance and social realities (how meaning is created through consumers' interaction with other consumers and products)
- Understand textile and apparel distribution systems (processes and systems involved in manufacturing, merchandising, and distribution of products within a global economy)
- Plan and analyze store sales and budget, determine the organization's sales techniques and Complete sales transactions.
- Maintain contact with vendors and distributors, assist customer with fashion selection and Investigate and resolve customer complaints about service and/or merchandise and handle returns and exchanges
- Design merchandise displays, determine merchandise placement, Implement merchandise display, Develop promotional plan and Coordinate special events

3.1. General objective for the program

- The textile and apparel merchandising program will provide access to students B.Sc. degree in textile and apparel merchandising, aimed to meet the demands of the textile and apparel sector.

3.2. Specific objectives for the program

- The textile and apparel merchandising program will provide access to students B.Sc. degree in textile and apparel merchandising, aimed to meet the demands of textile and apparel.
- To produce capable textile and apparel merchandisers who can undertake the trend analysis and market forecasting.
- To produce textile and apparel merchandisers who can develop new products or product development processes in the textile and apparel industries
- Provide students with a high-quality education that will enable them to adapt to a rapidly changing technical environment.
- To produce competent professionals capable to work in research institutions, wholesalers, retailers, Universities and others where the knowledge of textile and apparel merchandising is required.
- To produce skilled manpower in product development and order negotiation, sampling, costing, promotion activities, displays, sale evaluation, etc.
- To produce competent market researchers in the field of textile and apparel value chain.

4. Themes and list of courses

No.	List of Themes in Textile and apparel merchandising Program	Cr. hrs.
1	**Basic textile and garment engineering**	37
2	**Apparel marketing and merchandising**	19
3	**Trade policy and supply chain management**	4

5. Total credit hour of the selected courses

No	List of Themes	Courses	Course Code	Cr.hr
1	**Basic textile and garment engineering**	Textile Fibre	TpEg2061	3
		Yarn Manufacturing Technology	TEng2061	4
		Fabric Manufacturing Technology	TEng2062	4
		Fabric Processing Technology	TpEg3061	3
		Apparel Production I	GEng2072	5
		Apparel Production II	GEng3071	5
		Quality management system	Tamr3131	4
		Production planning and control	Tamr3121	4
		Product development and costing	Tamr3123	5
		Total		**37**
2	**Apparel marketing and merchandising**	Introduction to Merchandising	Tamr2111	3
		Merchandise planning and Control	Tamr4113	4
		Merchandising strategy	Tamr2112	4
		Consumer behavior	Tamr4143	4
		Fashion Communication and Branding	Tamr2114	4

No	List of Themes	Courses	Course Code	Cr.hr
		Total		**19**
3	**Trade policy and supply chain management**	International Trade and documentation	Tamr3161	4
		Global Sourcing in Textile and Apparel Business	Tamr2162	3
		Total		**7**

6. Share of the Themes/Courses/Items in Percentage (%) (Table 1)

- Share of themes (T) = $\frac{a}{b} x 100$,Where "a" is the credit hour of a theme and "b" is the total credit hour of the program. Credit hour of a theme is the sum of credit hours of courses in the theme.
- Share of courses per theme © = $\frac{Credit\,hour\,of\,the\,course}{Credit\,hour\,of\,the\,theme} x 100$
- Share of items per course = $Share\,of\,the\,course\,X\,Total\,number\,of\,items$

Ministry of Education
Higher Education Sub-sector
Table 1:Test Blueprint Specification for B.Sc. in Textile and Apparel Merchandising

Themes	Course Name Learning outcomes	Credit hour	Weight of course or proportion	Number of test items from each course	Cognitive						A	P	T
					Rememhe	Understa	Apply	Analyze	Evaluate	Create			
Theme One Basic textile and garment engineering = 59 items from the total (Share of themes $T=\frac{a}{b}*100$ $T=\frac{37}{63}*100$ T = 59	Textile Fiber	3	3/37 = 0.081	0.081*59=5	1	1	1	1			1		5
	Yarn Manufacturing Technology	4	4/37 = 0.108	0.108*59=6		4		2					6
	Fabric Manufacturing Technology	4	4/37 = 0.108	0.108*59=6	2	2			1	1			6
	Fabric Processing Technology	3	3/37 = 0.081	0.081*59=5		1	3	1					5
	Apparel Production I	5	5/37 = 0.135	0.135*59=8		3	2		3				8
	Apparel Production I I	5	5/37 = 0.135	0.135*59=8		3			2	3			8
	Quality management system	4	4/37 = 0.108	0.108*59=6	1	2	1	1				1	6
	Production planning and control	4	4/37 = 0.108	0.108*59=6		3				2		1	6

	Product development and costing	5	5/37 = 0.135	0.135*59=8		1	3		2	2			8
	Theme one total credit	**37**											
Theme Two Apparel marketing and merchandising = 30 items from the total $T=\frac{a}{b}*100$ $T=\frac{19}{63}*100$ T = 30	Introduction to Merchandising	3	3/19 = 0.157	0.157*30=5	1		1		1	2			5
	Merchandise planning and Control	4	4/19 = 0.210	0.210*30=7			2		2	3			7
	Merchandising strategy	4	4/19 = 0.210	0.210*30=6		1			2	3			6
	Consumer behavior	4	4/19 = 0.210	0.210*30=6		2			3			1	6
	Fashion Communication and Branding	4	4/19 = 0.210	0.210*30=6	2		1	2		1			6
	Theme two total credit	**19**											
Theme Three Trade policy and supply chain management = 11 items from the total	International Trade and documentation	4	4/7 = 0.571	0.571*11= 7		2	1	2	2				7
	Global Sourcing in Textile and Apparel	3	3/7 = 0.428	0.428*11=5		1	1		2	1			5

$T=\frac{a}{b}*100$ $T=\frac{7}{63}*100$ T = 11	Business												
	Theme three total credit	**7**											
Total for the program		63			7	25	16	9	20	18	1	4	100

Note: The number of items assigned in the levels of domains is based on the nature of learning outcomes/objectives.

Ministry of Education
Higher Education Sub-sector

Table 2:Test Blueprint Specification with Learning Outcome in terms of the three domains (Cognitive, Affective and Psychomotor) for B.Sc. in Textile and Apparel Merchandising

Themes	Course Name Learning outcomes	Credit hour	Weight of course or proportion	Number of test items from each course		Cognitive						A	P	T
					Learning outcomes	Remembe	Understa	Apply	Analyze	Evaluate	Create			
Theme One	Textile Fiber	3	3/37 = 0.081	0.081*59=5	Knowing the Definition, classification, and Properties of Textile Fibers.	1	1							5
					Assess Cotton Cultivation and Production, Classification and Grading, Structure, Properties, and Applications				1					

Basic textile and garment engineering = 59 items from the total (Share of themes $T=\frac{a}{b}*100$ $T=\frac{37}{63}*100$ T = 59					of Seed Fibers.									
					Apply principles of Learning, sensation and perception and learning in understanding behavior.			1						
					To enable students to have knowledge on various kinds of fibers from different origin and their application in clothing								1	
	Yarn Manufacturing Technology	4	4/37 = 0.108	0.108*59=6	Aims to introduce the students to the basics of spinning processes with regard to the raw material characteristics (both natural and man-made fibers)		4							6
					The students will able to know the Objectives, principles and overall operational aspects of blow room, carding, combing, drawing and spinning machinery (including rotor spinning); post spinning processes and also the properties of the yarns produced.				2					
	Fabric Manufacturing Technology	4	4/37 = 0.108	0.108*59=6	Introduce techniques and basic processing steps of fabric	1								6
					Analyze the basic techniques of fabric formation		1							
					Understand basic fabric structural design elements	1	1							
					basic knowledge about woven fabric manufacturing, knitted fabric manufacturing, nonwoven fabric manufacturing					1				
					The factors affecting the ultimate performance and use of the fabric by the consumer						1			
	Fabric Processing Technology	3	3/37 = 0.081	0.081*59=5	Understanding application of colorants in to the textile materials and also principles of textile finishing techniques		1							5
					Apply the basic concept of pretreatment, dyeing, printing on fabric product.				1					
					Analyze the effect of finished fabric on the ultimate performance and use of the by the consumer			3						
	Apparel Production I	5	5/37 = 0.135	0.135*59=8	Understand garment manufacturing processes by means of spreading, marker planning, and cutting with different types of spreading techniques		3							8

					and marker planning processes.									
					Apply and practice various types of cutting devices, types of patterns, tracing and marking terminologies.			2						
					To recognize different types of pattern layouts techniques.					3				
	Apparel Production I I	5	5/37 = 0.135	0.135*59=8	To selection of appropriate needle & sewing thread for various fabrics.					2				8
					To acquire skills on types of stitches classes and practice on various types of sewing machine		3							
					Develop and design garment product as a project						3			
	Quality management system	4	4/37 = 0.108	0.108*59=6	Explain the history and importance of quality.	1								6
					Discuss the many definitions of quality		2							
					Describe the relationship between quality and productivity			1						
					Analyze and apply the principles of Total Quality Management.				1					
					Recognize and assess the quality organizational structure.								1	
	Production planning and control	4	4/37 = 0.108	0.108*59=6	Identify different strategies employed in manufacturing and service industries to plan production and control inventory the effectiveness, identify likely areas for improvement.		3							6
					develop and implement improved planning and control methods for production systems in garment industry.						2			
					To orient the students with the process of project management and various constraints while planning for a project								1	
	Product development and costing	5	5/37 = 0.135	0.135*59=8	Investigate the implications of new product development and deployment with respect to the firm's core competencies and as a source of innovation, differentiation, and competitiveness.			3						8
					Development and management of new product development processes						2			
					Analyse the cost of product its market value and its worth through time in dynamic markets.					2				

					Understanding product development according to market specification, post-consumer product development and the cost and market value of the produced product in each production stages.		1							
	Theme one total credit	**37**												
Theme Two Apparel marketing and merchandising = 30 items from the total $T=\frac{a}{b}*100$ $T=\frac{19}{63}*100$ T = 30	Introduction to Merchandising	3	3/19 = 0.157	0.157*30=5	Demonstrate a basic knowledge of systems used to control the flow of information and merchandise	1								5
					Evaluate approaches that retailers take to manage relationships with their customers.					1				
					Develop an understanding of how retailers manage their merchandise inventory.						2			
					Identify the buying systems used to manage basic and fashion merchandise inventory.			1						
	Merchandise planning and Control	4	4/19 = 0.210	0.210*30=7	Develop a basic knowledge of the mathematical concepts and calculations involved in profitable merchandising.						3			7
					Students work with actual retailing scenarios to apply merchandising formulas such as open-to-buy, mark-up, and stock turnover.			2						
					Analyze and calculate the mark up and mark down and retail price on a certain product					2				
	Merchandising strategy	4	4/19 = 0.210	0.210*30=6	Introduces the fundamental principles of buying, merchandising, and accounting for products and services.		1							6
					Analyze and deep understanding on assortment planning; locating resources; ordering merchandise & just-in-time or quick response inventory control					2				
					Develop pricing for profit; and financial statements, ratios, and accounting vocabulary, principles of merchandising, traffic patterns, basic stock and inventory, inventory control, mark-ups and mark downs, and types of discounts.						3			
	Consume	4	4/19 = 0.210	0.210*30=6	Explain and apply the key terms, definitions, and concepts used in the		2							6

	r behavior				study of consumer behavior.									
					Critically evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviors of individuals.					3				
					Analyze the trends in consumer behavior, and apply them to the marketing of an actual product or service.								1	
	Fashion Communication and Branding	4	4/19 = 0.210	0.210*30=6	Know the concepts of fashion communication and branding.	2								6
					Analyses the elements of branding			1						
					Identify and know the top fashion apparel brand in the world.				2					
					Developing brand by using and collaborate elements of branding.						1			
	Theme two total credit	**19**												
Theme Three Trade policy and supply chain management = 11 items from the total $T=\frac{a}{b}*100$ $T=\frac{7}{63}*100$ T = 11	International Trade and documentation	4	4/7 = 0.571	0.571*11= 7	To master the procedure of international trade transaction.		2							7
					To grasp Practical knowledge of the export-import procedure, documentation and formalities.				2					
					To learn how to make required documents and international sales contract.					2				
					To know how to find information of international trade and appreciate the opportunities offered by international trade			1						
	Global Sourcing in Textile and Apparel Business	3	3/7 = 0.428	0.428*11=5	To expose students to leading edge concepts and principles in strategic sourcing as pursued by leading edge firms.		1							5
					To generate student interest in pursuing sourcing as a viable career opportunity, be it in retailing, manufacturing, government agencies or non-profit organizations.					2				
					To provide applied learning opportunities in strategic sourcing through a combination of case analyses, sourcing project and article reviews.			1						
					To develop student expertise in the areas of team building skills, presentation skills, analytical skills and						1			

					report writing skills.									
	Theme three total credit	**7**												
Total for the program		63				7	26	16	9	20	18	1	3	100

Note: The number of items assigned in the levels of domains is based on the nature of learning outcomes/objectives.

7. Conclusion

Exit examination can have a vital role in producing knowledgeable, skillful and attitudinally matured graduates. It contributes to prepare competent graduates as it can serve as a quality check for effectiveness. It also helps in improving academic programs quality and effectiveness. Furthermore, it can create the platform for cooperation among academic programs at different universities to work jointly to improve the programs quality.

In view of this, this document is produced to assist the setting of the exit examinations for Textile & Apparel Merchandizing programs, which is being delivered by Ministry of Education. To meet the graduation profile, competency and learning outcome, exit exam competency selection and identifying core course was done for 2015 EC graduating students. As a result, preparing test blueprint is based on the above criteria for Textile & Apparel Merchandizing.