

Bachelor of Textile Marketing and Management (BTMM)

First Semester

Code	Course Title	Theory	Lab	Total
HU-101	Islamic Studies	3	0	3
TL-101	Introduction to Textiles	3	0	3
EN-104	Functional English	3	0	3
CS-100	Fundamentals of Information Technology	2	1	3
MA-115	Business Mathematics-I	3	0	3
Total		14	1	15

Second Semester

Code	Course Title	Theory	Lab	Total
MG-111	Introduction to Business	3	0	3
TL-102	Textile Fibers	3	0	3
MG-120	Principles of Management	3	0	3
EN-130	Communication and Presentation Skills	3	0	3
MA-124	Business Mathematics-II	3	0	3
SS-171	Pakistan Studies	3	0	3
Total		18	0	18

Third Semester

Code	Course Title	Theory	Lab	Total
TL-204	Yarn Manufacturing	3	1	4
AC-200	Fundamentals of Accounting	3	0	3
MG-230	Business Law	3	0	3
EN-225	Technical Writing	3	0	3
MK-230	Principles of Marketing	3	0	3
Total		15	1	16

Fourth Semester

Code	Course Title	Theory	Lab	Total
TL-206	Fabric Manufacturing	3	1	4
TL-207	Textile Processing	3	1	4
TL-208	Garment Manufacturing	3	1	4
EC-201	Micro Economics	3	0	3
IS -240	Management Information Systems	3	0	3
Total		15	3	18

Fifth Semester

Code	Course Title	Theory	Lab	Total
MG-301	Organizational Behaviour	3	0	3
MG-302	Human Resource Management	3	0	3
TL-309	Color Science	2	0	2
EC-220	Macro Economics	3	0	3
TM-301	Financial Management in Textiles	3	0	3
SS-301	Introduction to Sociology	3	0	3
Total		17	0	17

Sixth Semester

Code	Course Title	Theory	Lab	Total
MG-360	Leadership Skills	3	0	3
TM-302	Statistical Methods in Textile Engineering	3	0	3
TM-303	Managerial Accounting in Textiles	3	0	3
TL-310	Textile Industry and Environment	3	0	3
MG-365	Entrepreneurship	3	0	3
SS-302	Introduction to Philosophy	3	0	3
Total		18	0	18

Summer Semester (After 6th Semester)

Code	Course Title	Theory	Lab	Total
IN-302	Internship	0	1	1

Seventh Semester

Code	Course Title	Theory	Lab	Total
TM-404	Textile Operations Management	3	0	3
TM-405	Textile Marketing Management	3	0	3
IS-450	E-Business	3	0	3
TL-412	Textile Testing & Quality Management	3	1	4
TM-406	Senior Project-I	0	3	3
Total		12	4	16

Eighth Semester

Code	Course Title	Theory	Lab	Total
SS-301	Social Anthropology	3	0	3
TL-416	Nonwovens & Technical Textiles	2	1	3
TM-407	Supply Chain Management in Textile Industry	3	0	3
TM-408	Brand Management in Textile Industry	3	0	3
TM-409	Senior Project-II	0	3	3
Total		11	4	15

Program Total Credit Hours = **134**

Framework for Bachelor of Textile Marketing and Management (BTMM)

Duration	4years
Number of semesters	8
Number of weeks per semester	15 - 17 (15 for teaching and 2 for examinations)
Duration of each class	1 lecture credit =1hour, 1 lab credit =3hours
Total number of credit hours	134
Number of credit hours per semester	15-18
Non-Marketing & Non-Management Courses	25 – 30 %
Textile Marketing & Management Courses	70 – 75 %

Non-Marketing & Non-Management Domain								
Knowledge Area	Course Name	LEC	LAB	CR	Total Courses	Total Credits	Area wise%	Overall %
Humanities	Functional English	3	0	3	5	15	41.67	11.19
	Communication and Presentation Skills	3	0	3				
	Technical Writing	3	0	3				
	Islamic Studies	3	0	3				
	Pakistan Studies	3	0	3				
Social Sciences	Introduction to Psychology	3	0	3	3	9	25.00	6.72
	Philosophy	3	0	3				
	Social Anthropology	3	0	3				
Natural Sciences	Business Mathematics – I	3	0	3	3	9	25.00	6.72
	Business Mathematics – II	3	0	3				
	Statistical Methods in Textiles	3	0	3				
Computing	Fundamentals of Information Technology	2	1	3	1	3	8.33	2.24
Sub Total		35	1	36	12	36	100	26.87

Textile Marketing & Management Domain								
Knowledge Area	Course Name	LEC	LAB	CR	Total Courses	Total Credits	Area wise%	Overall%
Textiles(Basic)	Introduction to Textiles	3	0	3	10	34	34.69	25.37
	Textile Fibers	3	0	3				
	Yarn Manufacturing	3	1	4				
	Fabric Manufacturing	3	1	4				
	Textile Processing	3	1	4				
	Garment Manufacturing	3	1	4				
	Colour Science	2	0	2				
	Textile Industry and Environment	3	0	3				
	Textile Testing & Quality management	3	1	4				
	Nonwoven & Technical Textiles	2	1	3				
Marketing and Management (Breadth)	Introduction to Business	3	0	3	13	39	39.80	29.10
	Principles of Management	3	0	3				
	Principles of Marketing	3	0	3				
	Fundamentals of Accounting	3	0	3				
	Business Law	3	0	3				
	Micro Economics	3	0	3				
	Macro Economics	3	0	3				
	Management Information Systems	3	0	3				
	Human Resource Management	3	0	3				
	Organizational Behaviour	3	0	3				
	Leadership Skills	3	0	3				
	Entrepreneurship	3	0	3				
E-Business	3	0	3					
Marketing and Management (Depth)	Financial Management in Textiles	3	0	3	6	18	18.37	13.43
	Management Accounting in Textiles	3	0	3				
	Textile Marketing Management	3	0	3				
	Textile Operations Management	3	0	3				
	Supply Chain Management in Textile Industry	3	0	3				
	Brand Management in Textile Industry	3	0	3				
Senior Project	Senior Project-I	0	3	3	2	6	6.12	4.48
	Senior Project-II	0	3	3				
4 – 6 weeks industrial training in summer after sixth semester.						1	1.02	0.75
Total		85	12	97	30	98	100	73.13
Grand Total		120	13	133	42	134		100

SUMMARY

Domain	Knowledge Area	Total Courses	Total Credits	% Overall
Non-Marketing & Non-Management Domain	Humanities	5	15	26.87
	Social Sciences	3	9	
	Natural Sciences	3	9	
	Computing	1	3	
	Sub Total	12	36	
Textile Marketing & Management Domain	Textiles	10	34	73.13
	Major-based Core(Breadth)	13	39	
	Major-based Core(Depth)	6	18	
	Senior Project	2	6	
	Internship (Industrial Training)		1	
	Sub Total	30	98	
Total		42	134	100