

Course Module

MBA in Fashion Merchandising

Course Structure:

- **Total Credits** : 60 + Internship
- **Duration:** Two –Years 4 Semesters each Semester of six months.
- **Eligibility Criteria** Undergraduate or Equivalent (Minimum GPA:2.50)
- **Passing Grade** : Minimum passing grade will be CGPA of **2.50** in a scale of 4.00.

Course Structure:

Course Category	No. of Courses	Credit /course	Total Credits
Foundation	5	3	15
Core	8	3	24
Major	4	3	12
Free Elective (minor)	2	3	3
Internship	1	3	3
Total	20	3	60

The total credit hour for MBA Program is 60. Semester-wise distribution of credit hour is shown below:

Semester	Credit Hour
First	15
Second	15
Third	15
Fourth	15
Total Credit Hours	60

Semester-wise allocation of courses:

[FC: Foundation Course, CC: Core Course, MC: Major Course, EC: Free Elective Course]

1st Semester:

Course Code	Name of the Course	Credit	Remarks
FC 101	Fundamentals of Fashion and Design	3	
CC 101	Advanced Pattern and CAD in Fashion	3	
FC 102	Financial Accounting	3	
MC 101	Management of Organizations	3	
CC 102	Advanced Apparel Production Process	3	
Total		15	

2nd Semester:

Course Code	Name of the Course	Credits	Remarks
CC 203	Production, Supply Chain and Logistics Management in Apparel and Fashion Industries	3	
MC 203	Fashion Marketing	3	
CC 204	Entrepreneurship in Apparel and Fashion Industries	3	
FC 203	Human Resource Management	3	
CC 205	Fashion Forecasting	3	
Total		15	

3rd Semester:

Course Code	Name of the Course	Credits	Remarks
CC 306	Manufacturing and Operations Managements	3	
MC 304	Fashion Retailing and Visual Merchandising	3	
FC 304	Managerial Communication	3	
FC 305	Managerial Economics	3	
EC	Elective-1	3	
Total		15	

4th Semester:

Course Code	Name of the Course	Credits	Remarks
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MC 405	Integrated Marketing Communication	3	
CC 407	Management Information System	3	
CC 408	Marketing Research and Product Development in Fashion	3	
EC	Elective-2	3	
FD 100	Design Portfolio & Presentation	3	
Total		15	

List of Elective Subjects (choose any two):

Course code	Name of the Course	Credits	Remarks
EC 007	International Trade & Import Export Management	3	
EC 008	International Business Operations	3	
EC 009	International Textile Standards & Social Compliance	3	
EC 501	Introduction of Textiles and Elements of Fashion Design	3	
EC 502	Fashion Merchandising	3	
EC 503	Fashion Advertising & Sales Promotion	3	
EC 504	Fashion Illustration	3	
EC 505	Consumer Behavior in Fashion industry	3	
EC 506	Garments Construction & Apparel Engineering	3	