

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus for M.Sc. Fashion Management Programme**  
**(Effective from Admission Session 2018-2019)**

**COURSE STRUCTURE**

**1<sup>ST</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER I</b>							
<b>Theory</b>							
1	MFM101	Basics of Fashion	2	2		40	4
2	MFM102	Process of Garment Manufacturing	2	2		40	4
3	MFM103	Fashion Marketing & Merchandising - I	2	2		40	4
<b>Practical</b>							
1	MFM191	Fashion Design process			4	40	4
2	MFM192	Computer Application - I			4	40	4
3	MFM193	Fashion Styling & Photography			4	40	4
<b>Total Credits</b>							<b>24</b>
<b>SEMESTER II</b>							
<b>Theory</b>							
1	MFM201	Finance & Economics	2	2		40	4
2	MFM202	Logistics & Resource Management	2	2		40	4
3	MFM203	Fashion Marketing & Merchandising - II	2	2		40	4
4	MFM204	Fashion Communication	2	2		40	4
<b>Practical</b>							
1	MFM 291	Computer Application - II			4	40	4
2	MFM292	Lifestyle Journalism			4	40	4
<b>Total Credits</b>							<b>24</b>

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus for M.Sc. Fashion Management Programme**  
**(Effective from Admission Session 2018-2019)**

**COURSE STRUCTURE**

**2<sup>ND</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER III</b>							
<b>Theory</b>							
1	MFM301	E-Commerce	2	2		40	4
2	MFM302	Consumer Behaviour	2	2		40	4
3	MFM303	Research Methodology (Pre Phd)	2	2		40	4
3	MFM304	Fundamentals of Entrepreneurship	2	2		40	4
<b>Practical</b>							
1	MFM391	Communication Skills, Grooming & Etiquettes			4	40	4
2	MFM392	Visual Merchandising & Window Display			4	40	4
<b>Total Credits</b>							<b>24</b>
<b>SEMESTER IV</b>							
<b>Theory</b>							
1	MFM401	Sustainable & Ethical Studies	2	2		40	4
<b>Sessional</b>							
1	MFM481	Professional Industry Internship (12 Weeks)			10	100	10
2	MFM482	Fashion Event Management			4	40	4
3	MFM483	Masters Project			6	60	6
<b>Total Credits</b>							<b>24</b>