

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for M. Sc. In Fashion Management
(Effective for Academic Session 2019-2020)

COURSE STRUCTURE

1ST YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	MFM101	Basics of Fashion	2	1		30	3
2	MFM102	Process of Garment Manufacturing	2	1		30	3
3	MFM103	Fashion Marketing & Merchandising - I	2	1		30	3
Practical							
1	MFM191	Fashion Design process			4	40	4
2	MFM192	Computer Application - I			4	40	4
3	MFM193	Fashion Styling & Photography			2	40	4
Sessional							
1	MFM181	Sustainable & Ethical Studies -I Issues, Affects & Causes	2	1			3
Total Credits							24
SEMESTER II							
Theory							
1	MFM201	Finance & Economics	2	1		30	3
2	MFM202	Logistics & Resource Management	2	1		30	3
3	MFM203	Fashion Marketing & Merchandising - II	2	1		30	3
4	MFM204	Fashion Communication	2	2		40	4
Practical							
1	MFM 291	Lifestyle Journalism			4	40	4
2	MFM 292	Computer Application - II			4	40	4
Sessional							
1	MFM281	Sustainable & Ethical Studies -II (Sustainable Materials, Technologies & Innovations)	2	1			3
Total Credits							24

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for M. Sc. In Fashion Management
(Effective for Academic Session 2019-2020)

2ND YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	MFM301	E-Commerce	2	1		30	3
2	MFM302	Consumer Behaviour	2	1		30	3
3	MFM303	Research Methodology (Pre Phd)	2	2		40	4
4	MFM304	Fundamentals of Entrepreneurship	2	2		40	4
Practical							
1	MFM391	Communication Skills, Grooming & Etiquettes			3	30	3
2	MFM392	Visual Merchandising & Window Display			4	40	4
Sessional							
1	MFM381	Sustainable & Ethical Studies -III (Sustainable Materials, Production & Processes)	2	1			3
Total Credits							24
SEMESTER IV							
Sessional							
1	MFM401	Professional Industry Internship (12 Weeks)			10	100	10
2	MFM402	Sustainable & Ethical Studies IV - Case Study/Dissertation (3,000 words)	2	2		40	4
3	MFM403	Fashion Event Management			4	40	4
4	MFM404	Masters Project			6	60	6
Total Credits							24