

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)

SEMESTER IV

MFM401

Full Marks: 200

Professional Industry Internship (Practical) SESSIONAL

Objectives <ul style="list-style-type: none">• To provide students with hands-on experience and practical exposure at actual workplace	
Units	Course Content
1	<ul style="list-style-type: none">• Students will be at 90 days internship• They will be graded on their performance by their reporting manager at their workplace• They will submit a detailed report at the end of internship

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MFM402

Sustainable & Ethical Studies IV – Case Study/Dissertation (Theory) SESSIONAL

Objectives

- Develop a body of research of sustainable innovations and solutions within the fields of Architecture, Construction and Interior Space Design industries.
- Written analysis and interpretations of data, facts and other information in the form of a dissertation.
- Present an original dissertation on a chosen area of sustainability and ethics within the construction and design industries, which includes facts, specific examples, technical information, discussions and conclusions within given contexts.
- Communicate and present articulately, objective rationales and discussions on the environmental impact and health and well being of their topic.

Units	Course Content
1	<p>Research and sourcing:</p> <ul style="list-style-type: none"> • Sustainable/Ethical Topic related to industry. • Related articles, facts, figures, diagrams and images. • Organizations, bodies and agencies • Technological developments innovations and discoveries within given context and subject. <p>Written analysis & responding to research:</p> <ul style="list-style-type: none"> • Notes • Written observations <p>Drafting and refinement of ideas, arguments, discussions and facts:</p> <ul style="list-style-type: none"> • First written draft with notations for refinement, corrections and additions • Second written draft with corrections <p>Final Written Draft:</p> <ul style="list-style-type: none"> • Proof-read & complete with all corrections <p>Bibliography & referencing:</p> <ul style="list-style-type: none"> • Written bibliography • Correct referencing <p>Presentation & Evaluation:</p> <ul style="list-style-type: none"> • Professionally Presented Bound dissertation • Written evaluation against desired outcomes • Behavioral Aspects of Organization.

References

Books

1. Case Study Handbook: How to Read, Discuss and Write Persuasively About Cases by Ellet (Author)
2. <http://equip.sbts.edu/article/20-tips-to-help-you-finish-your-dissertation/>
3. https://www.edugeeksclub.com/blog/How_to_Write_Your_Best_Dissertation/
4. <https://www.oxbridgeessays.com/blog/top-10-masters-dissertation-writing-tips/>
5. <https://neilpatel.com/blog/creating-a-great-case-study/>

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MFM403

Full Marks: 100

Fashion Event Management (Practical) SESSIONAL

Objectives To enable the students to: <ul style="list-style-type: none">• To provide students with hands-on experience of managing a fashion event	
Units	Course Content
1	<ul style="list-style-type: none">• Students will be working on an event of their choice• They will be working on teams, with specific individual duties and targets• Their performance will be judged by their reporting manager, or guide
References	
Books <ol style="list-style-type: none">1. Event Planning Tips: The Straight Scoop on How to Run a Successful Event2. The Business of Events Management by John Beech, Sebastian Kaiser and Robert Kaspar3. Sustainable Event Management: A Practical Guide by Meegan Jones4. Into the Heart of Meetings: Basic Principles of Meeting Design by Mike van der Vijver and Eric de Groot5. Planning and Management of Meetings, Expositions, Events and Conventions by George G. Fenich, Ph.D.6. The Business of Events Management by John Beech, Sebastian Kaiser and Robert Kaspar	

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MFM404

Full Marks: 200

Masters Project (Practical) SESSIONAL

Objectives

At the end of this module the student should be able to:

- To provide students with hands-on experience of research methodology & report writing

Units	Course Content
1	<ul style="list-style-type: none">• Students will be working on a selected topic related to their work area• They will be getting regular guidance from individual project guide• At the end they will submit the report and give a presentation• Their performance will be judged by a panel of jury members