

## Course Structure: Master of Arts (Fashion Management)

| Sl. No         | Subject Code | Subject Name                                                            | Lecture /Studio | Practical | CREDITS | Evaluation |                |                          | Hours of examination |
|----------------|--------------|-------------------------------------------------------------------------|-----------------|-----------|---------|------------|----------------|--------------------------|----------------------|
|                |              |                                                                         |                 |           |         | In Sem     | End Sem Theory | End Sem Jury / Practical |                      |
| FIRST SEMESTER |              |                                                                         |                 |           |         |            |                |                          |                      |
| 1              | MAFD 501     | Fashion Merchandising and Management                                    | 3               |           | 3       | 50         | 50             | -                        | 3                    |
| 2              | MAFD 503     | Professional Communication Skills                                       | 3               |           | 3       | 50         | 50             | -                        | 3                    |
| 3              | MAFD 505     | Contemporary Art – India and International                              | 2               | 2         | 3       | 60         | 40             | -                        | 3                    |
| 4              | MAFD 507     | Elective 1: Textile Concepts*                                           | 2               | 2         | 3       | 60         | 40             | -                        | 3                    |
| 5              | MAFD 509     | Elective 2:Socio Cultural History of Fashion – India and International* | 2               | 2         | 3       | 60         | 40             | -                        | 3                    |
| 6              | MAFD 511     | Elective 3: Digital Designing*                                          | 2               | 2         | 3       | 100        | -              | -                        | -                    |
| 7              | MAFD 513     | Elective 4: Financial Management*                                       | 3               |           | 3       | 50         | 50             | -                        | 3                    |
| 8              | MAFD 515     | Elective 5: Entrepreneurship*                                           | 3               |           | 3       | 50         | 50             | -                        | 3                    |
| 9              | MAFD 517     | Fashion Design – Women’s Wear                                           | 4               | 4         | 6       | 50         |                | 50                       | -                    |
| TOTAL          |              |                                                                         | 12+#            | 6+#       |         | 210 + E    | 190 +E         |                          |                      |

\* Any two out of the five electives to be taken.

# the number of hours of electives chosen

E marks pertaining to electives

### SECOND SEMESTER

|              |          |                                            |           |          |           |            |            |    |   |
|--------------|----------|--------------------------------------------|-----------|----------|-----------|------------|------------|----|---|
| 1            | MAFD 502 | Luxury Fashion Management                  | 3         |          | 3         | 50         | 50         | -  | 3 |
| 2            | MAFD 504 | Human Resource Management                  | 3         |          | 3         | 50         | 50         | -  | 3 |
| 3            | MAFD 506 | Open Elective                              |           |          | 3         |            | -          | -  |   |
| 4            | MAFD 508 | Visual Merchandising and Packaging         | 2         | 2        | 3         | 60         | 40         | -  | 3 |
| 5            | MAFD 510 | Fashion Trends and Forecasting             | 2         | 2        | 3         | 60         | 40         | -  | 3 |
| 6            | MAFD 512 | Fashion Design – Men's and Children's Wear | 4         | 4        | 6         | 50         | -          | 50 | - |
| <b>TOTAL</b> |          |                                            | <b>14</b> | <b>8</b> | <b>21</b> | <b>260</b> | <b>240</b> |    |   |

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|        |              |              |                  |           |         | In Sem     | End Sem Theory | End Sem Jury / Practical |                      |

### THIRD SEMESTER

|              |          |                                     |           |          |           |            |            |   |   |
|--------------|----------|-------------------------------------|-----------|----------|-----------|------------|------------|---|---|
| 1            | MAFD 601 | Global Fashion Marketing            | 3         |          | 3         | 50         | 50         | - | 3 |
| 2            | MAFD 603 | Brand Management                    | 4         |          | 4         | 50         | 50         | - | 3 |
| 3            | MAFD 605 | Fashion Management and Public Media | 3         |          | 3         | 50         | 50         | - | 3 |
| 4            | MAFD 607 | Research Methods                    | 3         |          | 3         | 50         | 50         | - | 3 |
| 5            | MAFD 609 | Fashion Styling                     | 2         | 2        | 3         | 100        | -          | - | - |
| 6            | MAFD 611 | Advanced Digital Pattern Techniques | 3         | 2        | 5         | 100        | -          | - | - |
| <b>TOTAL</b> |          |                                     | <b>18</b> | <b>4</b> | <b>21</b> | <b>410</b> | <b>190</b> |   |   |

### FOURTH SEMESTER

|   |          |            |  |  |    |    |   |    |   |
|---|----------|------------|--|--|----|----|---|----|---|
| 1 | MAFD 602 | Internship |  |  | 12 | 50 | - | 50 | - |
|---|----------|------------|--|--|----|----|---|----|---|