

MBA FASHION MANAGEMENT



CHANAKYA
INSTITUTE OF BUSINESS
MANAGEMENT
PURE **ASTRA SASTRA** MANAGEMENT VERSITY

SEMESTER I

BASIC PRODUCT AND MANUFACTURING RELATED KNOWLEDGE
PRINCIPLES OF FASHION MARKETING, MERCHANDISING AND MANAGEMENT
ECONOMICS ANALYSIS AND STATISTICS
INFORMATION TECHNOLOGY
MINOR RESEARCH PROJECT

SEMESTER II

MARKETING RESEARCH AND CONSUMER BEHAVIOUR
GLOBAL TEXTILES AND APPAREL PRODUCT MARKET CHARACTERISTICS
RETAIL MANAGEMENT AND ADVANCED EXPORT MERCHANDISING
QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH
MANAGEMENT ACCOUNTING

SEMESTER III

MARKETING STRATEGIES AND BRAND MANAGEMENT
INTERNATIONAL MARKETING
FASHION FORECASTING AND PRODUCT DEVELOPMENT
FINANCIAL MANAGEMENT AND INTERNATIONAL FINANCE
HUMAN RESOURCE MANAGEMENT
SUPPLY CHAIN MANAGEMENT AND E-BUSINESS
CUSTOMER RELATIONSHIP MANAGEMENT
VISUAL MERCHANDISING
INTELLECTUAL PROPERTY RIGHTS

SEMESTER IV

GRADUATION RESEARCH PROJECT