



DEPARTMENT OF BUSINESS ADMINISTRATION

PROPOSED SYLLABUS OF GRADUATE PROGRAM 1 Year MBA in Apparel Merchandising (MAM) Program

Submitted by:
Syllabus Review Committee
Department of BA
Sonargaon University (SU)
Date: 9/05/2021

Sonargaon University (SU), Dhaka
Department of Business Administration

Syllabus of

1 Year MBA in Apparel Merchandising (MAM)

Duration: 1 year (2 Semesters)

For FDT, AMT, KMT & TE Graduate

Summary of Course Plan

Year-Semester	Theory (T)			Sessional (S)			Total Contact hours	Total Credits
	No. of courses	Contact hours	Credits	No. of courses	Contact hours	Credits		
1 - 1	5	15.0	15.00	--	--	--	15.0	15.00
1 - 2	5	15.0	15.00	2	6.0	6.00	21.0	21.00
Total	11	30.0	30.00	2	6.0	6.00	36.0	36.00

Basic Structure of 1 Year MBA in Apparel Merchandising (MAM) Program

Category of Courses	Required Credits
A. Textile Engineering	3.00
B. Apparel Manufacturing & Technology	12.00
C. Business Administration	15.00
D. Project work and Industrial Attachment	6.00
Total	36.00

SEMESTER-WISE SUMMARY OF COURSES TO BE OFFERED

1st Year 1st Semester

Sl. No.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	
1.	TE 1101	Textile Science: Fiber-yarn-Fabric	3.0	3.00	--	--	3.00
2.	AMT 1101	Clothing Materials & Production Technology	3.0	3.00	--	--	3.00
3.	BA 1101	Electronic Commerce	3.0	3.00	--	--	3.00
4.	BA 1103	Management Information System(MIS)	3.0	3.00	--	--	3.00
5.	BA 1105	Marketing Management	3.0	3.00	--	--	3.00
Total			15.0	15.00	0	0	15.00

Contact hours: 15.0 (T) + 0.0 (S) = 15.0 hrs./week
Total credits: 15.00

No. of theory courses: 5
No. of sessional courses: 0

1st Year 2nd Semester

Sl. No.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	
1.	AMT 1201	Apparel Merchandising Management	3.0	3.00	--	--	3.00
2.	AMT 1203	TQM & Compliances	3.0	3.00	--	--	3.00
3.	AMT 1205	Entrepreneurship in RMG Business	3.0	3.00	--	--	3.00
4.	BA 1201	Quantitative Business analysis	3.0	3.00	--	--	3.00
5.	BA 1203	Financial Accounting	3.0	3.00	--	--	3.00
6.	MAM 1200	Project Work	--	--	6.0	3.00	3.00
7	MAM 1202	Industrial Attachment	--	--	0	3.00	3.00
Total			18.0	18.00	6.0	6.00	21.00

Contact hours: 15.0 (T) + 6.0 (S) = 21.0 hrs./week
Total credits: 21.00

No. of theory courses: 5
No. of sessional courses: 2