

MBA in Textile & Fashion Marketing (MTFM)

Category of Courses:

Categories of Courses	Credits
Textile Engineering	06.00
Fashion Design & Technology	15.00
Apparel Manufacturing & Technology	24.00
Business Administration	18.00
Project & Thesis	03.00
Industrial Attachment	03.00
Total	69.00

17. SEMESTER-WISE SUMMARY OF COURSES TO BE OFFERED

1st Semester

Sl.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	
1.	TE 5101	Textile Science: Fiber-yarn-Fabric	3.0	3.00	--	--	3.00
2.	AMT 5101	Clothing Materials & Production Technology	3.0	3.00	--	--	3.00
3.	BA 5101	Electronic Commerce	3.0	3.00	--	--	3.00
4.	BA 5103	Management Information System(MIS)	3.0	3.00	--	--	3.00
5.	BA 5105	Marketing Management	3.0	3.00	--	--	3.00
Total			15.0	15.00	--	--	15.00

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

No. of theory courses :5

Total credits:15.00

No. of sessional courses :0

2nd Semester

Sl.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	
1.	AMT 5201	Apparel Merchandising Management	3.0	3.00	--	--	3.00
2.	AMT 5203	TQM & Compliances	3.0	3.00	--	--	3.00

3.	AMT 5205	Entrepreneurship in RMG Business	3.0	3.00	--	--	3.00
4.	FDT 5200	Fashion Retailing & Visual Merchandising Sessional	--	--	6.0	3.00	3.00
5.	FDT 5202	Pattern Cutting for Women's Wear Sessional	--	--	6.0	3.00	3.00
Total			9.0	9.00	12.0	6.00	15.00

Contact hours: 9.0 (T) + 12.0 (S) = 21.0 hrs./week

No. of theory courses :3

Total credits:15.00

No. of sessional courses :2

3rd Semester

Sl.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	
1.	BA 5301	Consumer Behavior	3.0	3.00	--	--	3.00
2.	TE 5301	Dying, Printing and Finishing	3.0	3.00	--	--	3.00
3.	AMT 5301	Sourcing & Negotiation Techniques	3.0	3.00	--	--	3.00
4.	TE 5303	Cut & Sew Knitwear Technology	3.0	3.00	--	--	3.00
5.	FDT 5300	Market Research and Product Development Sessional	--	--	6.00	3.00	3.00
6.	FDT 5302	Fashion Forecasting & Trend Analysis Sessional	--	--	6.00	3.00	3.00
Total			12.0	12.00	12.0	6.00	18.00

Contact hours: 12.0 (T) + 12.0 (S) = 24.0 hrs./week

No. of theory courses :4

Total credits:18.00

No. of sessional courses :2

4th Semester

Sl.	Course Code	Course Title	Theory		Sessional		Total Credits
			Contact hrs/week	Credits	Contact hrs/week	Credits	
1.	AMT 5401	Production and Operation Management	3.0	3.00	--	--	3.00
2.	TE 5401	Fully Fashioned Knitwear	3.0	3.00	--	--	3.00
3.	BA 5401	International Trade in Export-Import Management	3.0	3.00	--	--	3.00
4.	BA 5403	Fashion Marketing	3.0	3.00	--	--	3.00
5.	FDT 5400	Pattern Cutting for Men's Wear Sessional	--	--	6.0	3.00	3.00
6.	TFM 5400	Project & Thesis	--	--	6.0	3.00	3.00
Total			12.0	12.00	12.0	6.00	18.00

Contact hours: 12.0 (T) + 12.0 (S) = 24.0 hrs./week

No. of theory courses :4

Total credits:18.00

No. of sessional courses

:2

Industrial Attachment (8 weeks)

Sl.	Course Code	Course Title	Sessional		Total Credits
			Contact hrs/week	Credits	
1.	TFM 5002	Industrial Attachment	--	3.00	3.00