

**Nagindas Khandwala College (Autonomous)**



**MKES's Nagindas Khandwala College (Autonomous),  
Gate No 5, Bhavishya Bharat Campus, S. V. Road, Malad (West)  
Mumbai-400 064**

**Program Code: PMLFBM**

**Masters in Arts in  
Luxury and Fashion Brand Management**

**Two Year Integrated Programme -**

**Four Semesters**

**Course Structure**

**Under Choice Based Credit, Grading and Semester System**

*To be implemented from Academic Year- 2022-2023 Progressively*

## **1. Preamble**

India is an emerging hub for Luxury brands. In near future it would demand professionals to manage this high end business. Masters in Luxury and Fashion Brand Management aims at providing advanced skills and knowledge in emerging branding and fashion management job roles.

Luxury Management or Fashion Brand Management is one of the most lucrative, appealing, glamorous and exciting career options in today's world. If you have a penchant for fashion, brands and luxury, a career in fashion management is the one tailor made for you. It promises glamour, fame, success and a high pay package to the talented people. However, it is also a demanding career, as fashion managers need to combine their creativity with managerial skills to sustain in this industry.

Masters in Arts in Luxury and Fashion Brand Management will aim to develop, train and produce graduates to become independent entrepreneurs in fashion industry. Khandwala college has been consistently focusing on developing the knowledge, skills and competencies so as to create a conducive ambience for fashion aspirants.

This Master's Program will provide students the right blend of knowledge and skills along with Global exposure.

## 1.1 About Khandwala College:

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 22 UG, 14 PG, 4 Ph. D and 2 Research Centres imparting education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country.

The Mission is to serve the society at large and students belonging to linguistic minority in particular with commitment, dedication and devotion. The **Quality Policy** includes commitment towards imparting **Quality Education to youth**, enabling them to **develop right attitude, professional competence** and inculcating right **ethical values**.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, **Best College** by University of Mumbai (2012), **lead college** for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and **Best Ensemble Faculty (Academic Brilliance Awards – 2013)** by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded **IMC Ramkrishna Bajaj National Quality Commendation Certificate** in 2013-14. Our college has been awarded Autonomous status from 2016. Khandwala College, as an Autonomous College; is offering a new **Masters in Arts in Luxury and Fashion Brand Management as a Two Year Integrated Programme** – with Four Semesters *Course Structure* - Under Choice Based Credit, Grading and Semester System.

## 1.2 Vision and Mission of Khandwala College

### Vision

Education for all

Education for the youth

Education for the future of our country

### Mission

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

## 2. Objectives

This program of Masters in Luxury and Fashion Brand Management is structured to provide students with practical skills required in the industry. The main objective of M.A. in Luxury and Fashion Brand Management are :-

### **PROGRAMME OBJECTIVES:**

- 1: Learners will be able to get comprehensive knowledge about Luxury Brands and Management of the Fashion Industry
- 2: Learners will develop an in depth understanding and application of various branding principles
- 3: Learners will be able to analyze and evaluate managerial problems and solve them
- 4: Learners will be able to Understand and Apply ICT
- 5: Learners will be able to exhibit Interpersonal Skills, Business Skills, Conflict Solving Skills, Selling and Negotiation Skills, Environmental Skills and Sustainability Concepts
- 6: Learners will be able to pursue higher education and research
- 7: Learners will be able to work as Fashion Manager, Visual Merchandiser, Marketing Manager, Fashion Buyer, Customer Relationship Manager, Retail Manager, Brand Manager, Luxury Retail Head, Merchandiser, Entrepreneur

### **PROGRAMME OUTCOMES (POs)**

- PO 1: Get comprehensive knowledge about Luxury Brands and Management of the Fashion Industry
- PO2: Develop an in depth understanding and application of various branding principles
- PO3: Ability to analyze and evaluate managerial problems and solve them
- PO4: Understand and Apply ICT
- PO5: Exhibit Interpersonal Skills, Business Skills, Conflict Solving Skills, Selling and Negotiation Skills, Environmental Skills and Sustainability Concepts
- PO6: Pursue higher education and research
- PO7: Work as Fashion Manager, Visual Merchandiser, Marketing Manager, Fashion Buyer, Customer Relationship Manager, Retail Manager, Brand Manager, Luxury Retail Head Merchandiser, Entrepreneur

## PO-CO Mapping

Semester	Subject	Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1	Fashion Communication	2211PLFBFC	*	*			*		*
	Research Methodology	2212PLFBRM	*	*	*	*		*	*
	Marketing Management	2213PLFBMM	*	*	*				*
	Fundamental of Financial Management	2214PLFBFM		*	*				
2	Consumer Behaviour	2221PLFBCE	*	*	*		*		*
	Selling and Negotiations	2222PLFBSE		*			*		*
	Research Project	2223PLFBRE	*	*	*	*		*	
	Sales Management and Promotion	2224PLFBSP	*	*	*		*		*
	Strategic Management	2225PLFBSE	*	*	*				*
3	Fashion Management	2331PLFBFM	*	*	*				*
	Import and Export	2332PLFBIE	*						*
	Business Ethics and Social Responsibility	2333PLFBSE			*		*		
	Fundamental of Operations	2333PLFBFO			*				
	Merchandising	2334PLFBMD	*	*	*			*	*
	Internship Project	2335PLFBIP	*			*	*	*	*
4	Luxury Brand Management	2341PLFBLB	*	*	*				*
	Digital Marketing and E-Commerce	2342PLFBDM		*		*			*
	Retail Management	2343PLFBRM	*	*	*				*
	Entrepreneurship	2344PLFBEP	*	*	*		*		*
	Fashion Photoshoot	2345PLFBFP				*			*

Human Resource Management	2345PLFBSM			*		*		*
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### **3. Eligibility, Selection and Admission Criterion:**

Candidates for being eligible for admission to the two - year course leading to the Masters in Arts in Luxury and Fashion Brand Management, shall be required to have passed graduate level examination or equivalent qualification from a recognized Board/ University or Body recognized as equivalent thereof by the Senate of the University, with minimum 40% aggregate marks or equivalent in any Stream.

#### **3.1 Eligibility Criterion:**

- Graduate examination passed in any discipline with 40% or more marks on the aggregate and having English as a subject
- Good Communication Skills

#### **3.2 Selection & Admission Criterion for Eligible Candidates:**

- The interested students shall register for Aptitude Test and Interview.
- Reservations as per University rules will be applicable.

The admission of students shall be based on

- Academic and non- academic credentials till date
- Performance in Aptitude Test [comprising of questions in Fashion and Brand, Fashion trends, English, Logical Reasoning, Analytical Ability], and
- Performance in Personal Interview

#### **3.3 Eligibility for the award of the Masters degree:**

A candidate shall be eligible for the award of the Masters Degree only if he / she has undergone the prescribed course of study in Khandwala College affiliated to the University for a period of not less than two academic years, passed the examinations of all the Four Semesters earning 104 credits, letter grade of at least D or above (i.e. O/ A+/A/ B+/B/C/D) in core.

### 3.4 Intake

Class with 30 Students in the first year

### 3.5 Fee structure

The tuition fees for Masters in Arts in Luxury and Fashion Brand Management will be Rs. 1,20,000 per annum

## 4. Ordinances & Regulations for – M.A. in Luxury and Fashion Brand Management

### 4.1 General Guidelines:

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load.

The scheme of Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points will be varied from course to course but the value of Credits for Masters Programme shall be of 104 Credits.

#### Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	51
2	Year 2	53
	Total Credits from Academics	104

### 4.2 Credit Based Evaluation System Scheme of Examination

For all 4 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination.



The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below:

**Structure of Continuous Internal Evaluation – 40% = 40 marks**

Sr. No.	Particulars	Marks
1	TWO periodical class test held in the given semester, (Best of the TWO)	15 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, lab practical, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	20 marks
3	Active participation in routine class instructional deliveries (and in practical work, tutorial, field work etc. as the case may be)	5 marks

**Semester End Examination** will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to IV shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grade as the procedure mentioned below.

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

**Passing Standards**

Grade	Marks	Grade Points
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O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

#### **4.3 Carry Forward of The Marks in Case If The Learner Gets ‘F’ Grade In One Or More Subjects:**

- A learner who PASSES in the Continuous Internal Evaluation Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination. Marks for Continuous Internal Evaluation shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- A learner who PASSES in the Semester End Examination but FAILS in the Continuous Internal Evaluation of the course shall reappear for the Continuous Internal Evaluation Examination of that course. However, his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- For Courses without practical: In case of a learner who is reappearing for the Continuous Internal Evaluation Examination, the examination will consist of one project of 40 marks.

#### **4.4 Allowed to Keep Terms (ATKT):**

As per University rules and regulations

##### **Additional Examinations:**

A. Continuous Internal Evaluation: As per University rules and regulations Class test or assignment for Continuous Internal Evaluation as per University rules and regulations

B. Semester End Examinations

As per University rules and regulations

##### **Eligibility to Appear For Additional Semester End Examination:**

As per University rules and regulations

##### **Mode of Conduct of Semester End Additional Examination:**

As per University rules and regulations

#### **4.5 Evaluation of Projects (Wherever Applicable)**

- A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of D in projects as applicable, has to resubmit a fresh project till he/she secures a minimum of grade D. His/her marks in the theory papers that the learner has passed will be carried forward and he/she shall be entitled for grade obtained by them on passing.
- The evaluation of project and viva-voce examination shall be by awarding grade in the ten point scale.
- A learner shall have to obtain minimum of grade D (or its equivalent marks) in project evaluation and viva/voce taken together to obtain 25% marks in project work.

#### **4.6 Calculations of GPA & SGPA**

As per University rules and regulations

## 5. Teaching Methodology

### 5.1 Classroom Sessions:

- **Regular Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the Industry.
- **Assignments & Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with the experienced people from the industry.
- **Knowledge Workshops and Industry seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Industry, These workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Simulated Events:** Shall be conducted to get the real feel of organizing and managing an activity like fashion shows, fashion events etc. The exercise gives the student's an opportunity to identify the finer nuances of fashion industry thereby helping them to identify key success factors and areas of improvement.

### 5.2 Guest Lectures and Case Studies:

- **Guest Lectures:** Eminent people from the industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to areas of luxury and fashion brands will be of benefit to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
- **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion caters towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analyzing and analytical of our students.

### 5.3 Innovative & Interactive Learning Technology

- **Educational wikis:** it keeps track of education – oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
- **Creative Presentation Ideas:** Prezi is a powerful communication and presentation tool that aims to replace powerpoint Presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to every changing dynamics of the fashion world.
- **CREATE through Technology:**

**Communication and Collaboration:** Google Apps provides students a chance to learn how to use webmail services, calendar (shared calendaring), G-Talk (instant messaging and voice/video chat) and Drive (online document creation & sharing).

**Education through Blogs:** A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.

- **Unparalleled Internships & Practical Training**

Students at Khandwala College get opportunities to participate in National & International Events round-the-year. They get Practical Training during internship.

**In-House Events:** Students are provided with an opportunity to work on conferences, fashion shows and seminars organized in-house right from the start to finish, to provide them with hands-on experience, which helps them to gain excellent event organization skills.

## **6. Ad-hoc Board of Studies**

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- In-charge Principal Prof. Dr. (Mrs.) Moushmi Datta
- Director - Dr. (Mrs.) Ancy Jose- MKES
- CA Dr. Varsha Ainapure – M Com., FCA, Ph.D., Post-Doc (USA), Adjunct Professor, Accountancy, Khandwala College
- Mrs. Trupti Davda, Director, Kashida Fashion Institute
- Mr. Parth Davda, M Com, PGDM (Marketing), Recipient of Linnaeus Palme Scholarship

**M.A. in Luxury and Fashion Brand Management**  
**Two Year Integrated Programme - Four Semesters**

**Basic Structure: Distribution of Courses**

1	<b>Ability Enhancement Compulsory Course (AECC)</b>	1 Papers of 6 Credits Hrs. each (Total Credits Hrs. 1*6) 1 Paper of 3 Credits Hrs. each (Total Credit Hrs. 1*3)	9
2	<b>Skill Enhancement Compulsory Course (SEC)</b>	2 Papers of 6 Credits Hrs. each (Total Credits Hrs. 2*6)	12
3	<b>Core Course</b>	12 Paper of 6 Credits Hrs. each (Total Credits Hrs. 12*6) 1 Paper of 4 Credits Hrs. each (Total Credit Hrs. 1*4)	76
4	<b>Genetic Elective (GE)</b>	1 Papers of 3 Credits Hrs. each (Total Credits Hrs. 1*3) 1 Papers of 4 Credits Hrs. each (Total Credits Hrs. 1*4)	7
	<b>Total Credits Hrs</b>		<b>104</b>

**Masters in Arts in Luxury and Fashion Brand  
Management**

Sr. No.	Subjects	Credits
<b>Semester – 1</b>		
1	Fashion Communication	6
2	Research Methodology	6
3	Marketing Management	6
4	Fundamentals of Financial Management	6
	<b>Total</b>	24
<b>Semester -2</b>		
		Credits
1	Consumer Behaviour	6
2	Selling and Negotiations Skills	3
3	Research Project	6
4	Sales Management and Sales Promotion	6
5	Strategic Management	6
	<b>Total</b>	27
<b>Semester -3</b>		
		Credits
1	Fashion Management	6
2	Import and Export	6
3	Business Ethics and Corporate Social Responsibility	3
4	Merchandising	6
5	Internship Project	4
	<b>Total</b>	25
<b>Semester -4</b>		
		Credits
1	Luxury Brand Management	6
2	Digital Marketing and E-Commerce	6
3	Retail Management	6
4	Entrepreneurship	6
5	Fashion Photoshoot	4
	<b>Total</b>	28

**Total: 104 Credits**



**M.A. in Luxury and Fashion Brand Management**  
**Under Choice Based Credit, Grading and Semester System Course**  
**Structure**

**First year**

**(To be implemented from Academic Year- 2022-2023)**

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	<i>Ability Enhancement Compulsory Courses (AECC)</i>			<i>Core Courses (CC)</i>	
AECC - 1	Fashion Communication 2211PLFBFC	4T+2P	CC - 3	Consumer Behaviour 2221PLFBCB	4T+2P
	<i>Core Courses (CC)</i>			<i>Ability Enhancement Compulsory Courses (AECC)</i>	
CC - 1	Research Methodology 2212PLFBRM	4T+2P	AECC - 2	Selling and Negotiations 2222PLFBSN	2T+1P
CC - 2	Marketing Management 2213PLFBMM	4T+2P		<i>Core Courses (CC)</i>	
	<i>Skill Enhancement Compulsory Courses (SEC)</i>		CC - 4	Research Project 2223PLFBRP	6P
SEC - 1	Fundamentals of Financial Management 2214PLFBFM	4T+2P	CC - 5	Sales Management and Sales Promotion 2224PLFBSP	4T+2P
			CC - 6	Strategic Management 2225PLFBSM	4T+2P
	<b>Total</b>	24		<b>Total</b>	27

P = Practical; T = Theory

**M.A. in Luxury and Fashion Brand Management**  
**Under Choice Based Credit, Grading and Semester System Course**  
**Structure**

**Second year**

**(To be implemented from Academic Year- 2023-2024)**

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
	<i>Core Courses (CC)</i>			<i>Core Courses (CC)</i>	
CC - 7	Fashion Management <b>2331PLFBFM</b>	4T+2P	CC - 11	Luxury Brand Management <b>2341PLFBLB</b>	4T+2P
CC - 8	Import and Export <b>2332PLFBIE</b>	4T+ 2P	CC - 12	Digital Marketing and E-Commerce <b>2342PLFBDM</b>	4T+2P
	<i>General Elective (GE)</i>		CC - 13	Retail Management <b>2343PLFBRM</b>	4T+2P
GE – 1	Business Ethics and Corporate Social Responsibility <b>2333PLFBBE</b>  or Fundamentals of Operations <b>2333PLFBFO</b>	2T+1P		<i>Skill Enhancement Compulsory Courses (SEC)</i>	
	<i>Core Courses (CC)</i>		SEC - 2	Entrepreneurship <b>2344PLFBEP</b>	4T+2P
CC - 9	Merchandising <b>2334PLFBMD</b>	4T+2P		<i>General Elective (GE)</i>	
CC - 10	Internship Project <b>2335PLFBIP</b>	4P	GE - 2	Fashion Photoshoot <b>2345PLFBFP</b> or Human Resource Management <b>2345PLFBMS</b>	4P  4T

	<b>Total</b>	25		<b>Total</b>	28
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P = Practical; T = Theory

## Code Description

### **2211PLFBMFC**                      **Code Description**

22    Year

11    Semester & Course sl. No.

P     Post graduate

L     Luxury

F     Fashion

B     Brand

FC – Name of the Course

**M.A. in Luxury and Fashion Brand Management**  
**Under Choice Based Credit, Grading and Semester System Course**  
**Structure**

**First year**

**(To be implemented from Academic Year- 2022-2023)**

<b>No. of Courses</b>	<b>Semester I</b>	<b>Credits</b>
	<i>Ability Enhancement Compulsory Courses (AECC)</i>	
AECC - 1	Fashion Communication <b>2211PLFBMFC</b>	4T+2P
	<i>Core Courses (CC)</i>	
CC - 1	Research Methodology <b>2212PLFBMRM</b>	4T+2P
CC – 2	Marketing Management <b>2013PLFBMMM</b>	4T+2P
	<i>Skill Enhancement Compulsory Courses (SEC)</i>	
SEC - 1	Fundamentals of Financial Management <b>2214PLFBMFM</b>	4T+2P
	<b>Total</b>	24

P = Practical; T = Theory

**Syllabus of Courses of Masters in Arts in  
Luxury and Fashion Brand Management  
at Semester I  
(with effect from the Academic Year 2022-2023)**

**1. Fashion Communication**

**Course Objective:**

1. To understand nature and scope of fashion communication
2. To learn essentials of fashion communications
3. To apply written and oral presentations
4. To evaluate technology related to communication

**Course outcomes:**

CO1: Examines various Marketing Strategies and its application using tools and media channel – Analyze Level

CO2: To explain about store and its environment – Create Level

CO3: Prepare for various Marketing Communications – Create Level

CO4: Evaluate International Fashion Market and its communication – Evaluate Level

<b>Module</b>	<b>Modules/ Units</b>
1.	<b>Introduction to Marketing Strategy</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Promotional Strategy</li> <li>• Models of Advertising</li> </ul>
2.	<b>Tools and Media Channel</b> <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Public Relations</li> <li>• Direct Marketing</li> <li>• Personal Selling</li> </ul>
3.	<b>Celebrity and Influencers</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Celebrity Collaborations</li> <li>• The celebrity lifecycle</li> <li>• Measuring the effectiveness of endorsement</li> </ul>
4.	<b>Fashion Store and Environment</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Types of store</li> </ul>

	<ul style="list-style-type: none"> <li>• Store location</li> <li>• Visual Merchandising</li> <li>• Store layout and design</li> <li>• The virtual store</li> <li>• Auditing the retail environment – mystery shopper</li> </ul>
5.	<p><b>Trade Marketing Communications</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Press Releases</li> <li>• Trade Journals</li> <li>• Fashion Shows</li> <li>• Fashion Weeks</li> <li>• Showrooms</li> <li>• Exhibitions and Trade Shows</li> <li>• Fashion Events</li> <li>• Websites</li> <li>• Social Media</li> </ul>
6.	<p><b>International Fashion Marketing Communication</b></p> <ul style="list-style-type: none"> <li>• Understanding the international consumers</li> <li>• Emerging markets</li> <li>• Developing vs Developed Markets</li> <li>• International Regulatory Framework</li> </ul>
7.	<p><b>Assessing the effectiveness of Fashion Marketing Communication</b></p> <ul style="list-style-type: none"> <li>• Models of advertising</li> <li>• Measuring effectiveness against campaign objectives</li> <li>• Traditional media and its effectiveness</li> <li>• Other methods of determining effectiveness</li> <li>• Qualitative research and costs of research</li> </ul>

**Syllabus of Courses of Masters in Arts in  
Luxury and Fashion Brand Management  
at Semester I  
(with effect from the Academic Year 2022-2023)**

**2. Research Methodology**

**Course Objectives:**

1. Familiarizing with basics of research and the research process
2. Conducting research work and formulating research report
3. To familiarize participants with Statistical tools and its application
4. To develop practical knowledge and skills to understand and carry out research projects

**Course Outcomes:**

CO1: Develop understanding on various kinds of research, objectives of research, research process, research design and sampling – Create Level

CO2: Select and define a research topic and implement a research plan using appropriate methodologies – Remember Level

CO3: Formulate hypothesis - Create Level

CO4: Prepare research report on a given topic – Create Level

<b>Module</b>	<b>Modules/ Units</b>
1.	<p><b>Introduction to Research</b></p> <ul style="list-style-type: none"> <li>• Features and importance of research</li> <li>• Objectives and types of research (Basic, Applied, Descriptive, Analytical and Empirical)</li> <li>• Formulation of research problem, research design , significance of review of literature</li> <li>• Hypothesis: Formulation, Sources, importance and Types</li> <li>• Sampling: Significance, Methods, Factors determining sample size</li> </ul>
2.	<p><b>Research process</b></p> <ul style="list-style-type: none"> <li>• Stages in research process</li> <li>• Data Collection: Primary Data and Secondary Data</li> <li>• Limitations of Primary and Secondary Data</li> <li>• Factors influencing the choice of data collection</li> </ul>



	<ul style="list-style-type: none"> <li>• Questionnaires: Types, Steps in questionnaire designing, Essentials of a good questionnaire</li> </ul>
3.	<p><b>Data Processing and Statistical Analysis</b></p> <ul style="list-style-type: none"> <li>• Significance in research</li> <li>• Stages in data processing</li> <li>• Statistical Analysis Tools and techniques, measures of central tendency, measures of dispersion, correlation analysis and regression analysis</li> <li>• Hypothesis Testing Parametric Test – t test, f test, z test Non Parametric Test – Chi square test, ANOVA, Factor Analysis</li> <li>• Interpretation of Data</li> </ul>
4.	<p><b>Research Reporting and Modern Practices in Research</b></p> <ul style="list-style-type: none"> <li>• Research Report Writing: Importance, Essentials, Structure/Layout, Types</li> <li>• References and Citation Methods</li> <li>• Footnotes and Bibliography</li> <li>• Modern Practices: Ethical norms in Research, Plagiarism, Role of computers in research</li> </ul>

**Syllabus of Courses of Masters in Arts in  
Luxury and Fashion Brand Management  
at Semester I  
(with effect from the Academic Year 2022-2023)**

**3. Marketing Management**

**Course Objectives:**

1. To demonstrate conceptual knowledge in the functional area of marketing management
2. To demonstrate understanding of factors affecting the Fashion Purchaser
3. To impart knowledge of Segmenting, Targeting and Positioning

**Course Outcomes:**

- CO1: Discuss about various marketing strategies and its application – Understand Level  
 CO2: Demonstrate conceptual knowledge about Fashion Purchaser – Apply Level  
 CO3: Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management – Apply Level  
 CO4: Prepare Fashion Marketing Mix – Create Level

<b>Module</b>	<b>Modules/ Units</b>
1.	<b>Understanding Fashion Marketing</b> <ul style="list-style-type: none"> <li>• Introduction to Fashion Marketing</li> <li>• Fashion Marketing and Fashion Industry</li> <li>• Fashion Marketing Process</li> <li>• Marketing Environment: Micro and Macro</li> <li>• Trends in Marketing Environment</li> </ul>
2.	<b>Understanding and Researching the Fashion Purchaser</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Consumer Decision Making Process</li> <li>• Psychological Processes</li> <li>• Sociological Aspects</li> <li>• The organizational behaviour</li> </ul>
3.	<b>Target Marketing and Managing the Fashion Marketing Mix</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Mass Marketing and market segmentation</li> <li>• Segmentation: rationale, bases and strategy</li> </ul>

**Syllabus of Courses of Masters in Arts in  
Luxury and Fashion Brand Management  
at Semester I  
(with effect from the Academic Year 2022-2023)**

**4. Fundamentals of Financial Management**

**Course Objectives:**

1. To understand relationship between company decision making and Financial Management
2. To analyze financial statements
3. To identify various sources of financing
4. To Discuss about corporate restructuring

**Course Outcomes:**

CO1: Demonstrate an understanding of overall role and importance of financial management and its application – Apply Level

CO2: Evaluate different financial statements – Evaluate Level

CO3: Identify various sources of financing – Analyze Level

CO4: To understand corporate restructuring – Understand Level

<b>Module</b>	<b>Modules/ Units</b>
1.	<p><b>Introduction to Financial Management</b></p> <ul style="list-style-type: none"> <li>• Types of Finances</li> <li>• Scope of Financial Management</li> <li>• Objectives of Financial Management</li> <li>• Importance of Financial Management</li> </ul>
2.	<p><b>Financial Statement Analysis</b></p> <ul style="list-style-type: none"> <li>• Income Statement</li> <li>• Balance Sheet Analysis</li> <li>• Cash Flow Statement</li> <li>• Ratio Analysis</li> </ul>
3.	<p><b>Sources of Financing</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Sources of Finance</li> </ul>

	<ul style="list-style-type: none"> <li>• Security of Finance</li> <li>• Equity Shares</li> <li>• Preference Shares</li> <li>• Deferred Shares</li> <li>• Creditorship Securities</li> <li>• Internal Finance</li> <li>• Loan Financing</li> </ul>
4.	<p><b>Corporate Restructuring</b></p> <ul style="list-style-type: none"> <li>• Mergers</li> <li>• Amalgamation</li> <li>• Acquisition</li> <li>• Takeover</li> </ul>

**M.A. in Luxury and Fashion Brand Management**  
**Under Choice Based Credit, Grading and Semester System Course**  
**Structure**

**First year**

**(To be implemented from Academic Year- 2022-2023)**

No. of Courses	Semester II	Credits
	<i><b>Core Courses (CC)</b></i>	
CC - 3	Consumer Behaviour  <b>2221PLFBMCB</b>	4T+2P
	<i><b>Ability Enhancement Compulsory Courses (AECC)</b></i>	
AECC - 2	Selling and Negotiations  <b>2222PLFBSN</b>	2T+1P
	<i><b>Core Courses (CC)</b></i>	
CC - 4	Research Project  <b>2223PLFBMRP</b>	6P
CC – 5	Sales Management and Sales Promotion  <b>2224PLFBMSP</b>	4T+2P
CC - 6	Strategic Management  <b>2225PLFBMSM</b>	4T+2P
	<b>Total</b>	27

P = Practical; T = Theory

**SEMESTER 2**  
**Syllabus of Courses of Masters in Arts in**  
**Luxury and Fashion Brand Management**  
**at Semester II**  
**(with effect from the Academic Year 2022-2023)**

**1. Consumer Behaviour**

**Course Objectives:**

1. To understand consumer behaviour
2. To analyze factors influencing consumer behaviour
3. To formulate marketing strategies based on consumer buying behaviour

**Course Outcomes:**

CO1: Demonstrate conceptual knowledge about consumer behavior - Apply Level

CO2: Compare factors influencing consumer behavior – Evaluate Level

CO3: Prepare a project on various factors that influence consumer buying behavior – Apply Level

CO 4: Explain the role of ethics in consumer behavior – Create Level

<b>Module</b>	<b>Modules/ Units</b>
1.	<p><b>Introduction to Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Customer vs Consumer</li> <li>• Need to study consumer behaviour</li> <li>• Consumer behaviour and its relationship with marketing and fashion</li> </ul>
2.	<p><b>Internal and External Factors Influencing Fashion Consumers</b></p> <ul style="list-style-type: none"> <li>• Consumer perception about fashion</li> <li>• Motivation</li> <li>• Attitude</li> <li>• Personality</li> </ul>
3.	<p><b>Understanding Fashion Marketers and Consumers</b></p> <ul style="list-style-type: none"> <li>• Consumer Information and its uses</li> <li>• Social Media</li> <li>• Consumer Decision Making</li> <li>• How Fashion Consumers buy</li> <li>• Global consumers</li> </ul>

4.	<b>Fashion Consumer and Responsible Citizenship</b> <ul style="list-style-type: none"><li>• Ethics</li><li>• Corporate social responsibilities</li><li>• The role of Government for Fashion Consumers</li></ul>
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**Syllabus of Courses of Masters in Arts in  
Luxury and Fashion Brand Management  
at Semester II**

**(with effect from the Academic Year 2022-2023)**

**2. Selling and Negotiations Skills**

**Course objective:**

1. To learn the concepts and importance of selling and negotiations at all levels of management
2. To discuss about phases of negotiation
3. To understand different models used for effective selling and negotiations
4. To develop qualities, traits and skills required to be an effective management professional
5. To evaluate various selling concepts

**Course Outcomes:**

- CO1: Explain various concepts of selling and negotiation – Create Level  
 CO2: Evaluate phases of negotiation –Evaluate Level  
 CO3: Discuss negotiation models – Understand Level  
 CO4: Evaluate negotiating styles and personalities – Evaluate Level  
 CO5: Develop effective traits for selling and negotiation – Create Level

<b>Module</b>	<b>Modules/ Units</b>
1.	<p><b>Introduction to Selling and Negotiations</b></p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Definition</li> <li>• Importance of Negotiation Management</li> <li>• Types of Negotiation</li> <li>• Skill of a negotiator</li> <li>• Negotiation Framework</li> <li>• Negotiation Process</li> </ul>
2.	<p><b>Phases of Negotiation</b></p> <ul style="list-style-type: none"> <li>• Pre Negotiation</li> </ul>



	<ul style="list-style-type: none"> <li>• Opening</li> <li>• Information Sharing</li> <li>• Problem Solving</li> <li>• Agreement</li> <li>• Barriers in negotiation</li> <li>• People Problem</li> <li>• Mediation</li> <li>• Arbitration</li> </ul>
3.	<p><b>Negotiation Models</b></p> <ul style="list-style-type: none"> <li>• BATNA</li> <li>• Dyad</li> <li>• ZOPA</li> <li>• 9 Grid</li> <li>• Strategies</li> <li>• Understanding Barriers to Agreement</li> </ul>
4.	<p><b>Negotiating styles and personalities</b></p> <ul style="list-style-type: none"> <li>• 5 styles of negotiating</li> <li>• Role of personalities in negotiation</li> <li>• Types of personalities in negotiating</li> <li>• Types of Bargaining</li> </ul>
5.	<p><b>Introduction to Marketing &amp; Selling Concepts &amp; Traits of a Successful Salesperson</b></p> <ul style="list-style-type: none"> <li>• Nature and Role of selling</li> <li>• Attributes of a good sales person</li> <li>• Selling Process &amp; Models (7 Steps Model)</li> <li>• Body language for selling and negotiating</li> </ul>

**Syllabus of Courses of Masters in Arts in  
Luxury and Fashion Brand Management  
at Semester II**

**(with effect from the Academic Year 2022-2023)**

**3. Research Project**

**Course Objectives:**

1. To understand research process
2. To understand its application

**Course Outcomes:**

CO1: Select and define a research topic and implement a research plan using appropriate methodologies

CO2: Prepare research report on a given topic – Create Level

<b>Module</b>	<b>Modules/ Units</b>
1.	<ul style="list-style-type: none"><li>• Students will have to take up one topic for research and submit a project on the same.</li></ul>

**Syllabus of Courses of Masters in Arts in  
Luxury and Fashion Brand Management**

**at Semester II**

**(with effect from the Academic Year 2022-2023)**

**4. Sales Management and Sales Promotion**

**Course Objectives:**

1. To discuss sales management and sales promotion concepts
2. To discuss factors responsible for recruitment and selection of sales team
3. To discuss sales forecasting and Budgeting
4. To analyze sales promotion strategies and sales practices
5. To understand advertising and sales promotion

**Course Outcomes:**

CO1: Discuss various sales management and sales promotion concepts – Understand Level

CO2: Evaluate importance of motivation, leadership and training in sales force – Evaluate Level

CO3: Prepare and analyze sales forecasting and budgeting plans – Create Level

CO4: Prepare sales promotion strategies and sales practices – Create Level

CO5: Prepare advertising and sales promotion plans – Create Level

<b>Module</b>	<b>Modules/ Units</b>
1.	<p><b>Introduction to Sales Management and Sales Promotion</b></p> <ul style="list-style-type: none"> <li>• What is Sales Management?</li> <li>• What is Sales Promotion?</li> <li>• Objectives</li> <li>• Importance</li> </ul>
2.	<p><b>Recruitment and Selection</b></p> <ul style="list-style-type: none"> <li>• The importance of selection</li> <li>• Preparation of the job description and specification</li> <li>• Sources of recruitment</li> <li>• Motivation</li> <li>• Leadership</li> <li>• Training</li> </ul>
3.	<p><b>Sales Forecasting and Budgeting</b></p> <ul style="list-style-type: none"> <li>• Purpose and Planning</li> <li>• Level of forecasting</li> </ul>

	<ul style="list-style-type: none"> <li>• Qualitative and Quantitative Techniques</li> <li>• Budgeting Purpose</li> <li>• Sales Budget</li> <li>• Budget Allocation</li> </ul>
4.	<p><b>Sales Force Evaluation</b></p> <ul style="list-style-type: none"> <li>• Salesforce evaluation process</li> <li>• The purpose of evaluation</li> <li>• Setting standards of performance</li> <li>• Measures of performance</li> <li>• Appraisal Interviewing</li> </ul>
5.	<p><b>Sales Promotion Strategies and Practices</b></p> <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Methods of Budget Allocation</li> <li>• Strategic Approach</li> <li>• Sales Promotion and product Life Cycle</li> </ul>
6.	<p><b>Advertising and Sales Promotion</b></p> <ul style="list-style-type: none"> <li>• Types of Advertising</li> <li>• Advantages and Disadvantages of advertising</li> <li>• Planning advertising Campaigns</li> </ul>

**Syllabus of Courses of Masters in Arts in  
Luxury and Fashion Brand Management  
at Semester II**

**(with effect from the Academic Year 2022-2023)**

**5. Strategic Management**

**Course Objectives:**

1. To understand conceptual knowledge about Strategic Management
2. To explain the concepts, principles and practices associated with formulation, implementation and evaluation
3. To understand strategic decisions of any organization
4. To evaluate emerging strategic trends

**Course Outcomes:**

CO1: Discuss about conceptual knowledge of strategic management – Understand Level

CO2: Formulate, Implement and Evaluate various business strategies – Create Level

CO3: Evaluate Business, Corporate and global strategies – Evaluate Level

CO4: Identify emerging strategic trends – Analyse Level

<b>Module</b>	<b>Modules/ Units</b>
1.	<p><b>Introduction to Strategic Management</b></p> <ul style="list-style-type: none"> <li>• Concept of Strategic Management</li> <li>• Strategic Management Process</li> <li>• Vision</li> <li>• Mission and Goals</li> <li>• Benefits and risks of Strategic Management</li> <li>• Level of strategies</li> <li>• Functional Strategies</li> <li>• Business Environment: Micro and Macro</li> </ul>
2.	<p><b>Strategy Formulation, Implementation and Evaluation</b></p> <ul style="list-style-type: none"> <li>• Strategic Formulation</li> <li>• Stage and importance</li> <li>• Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment, Liquidation</li> <li>• SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix</li> <li>• Strategic Implementation</li> <li>• Strategic Evaluation and Control</li> </ul>

	<ul style="list-style-type: none"> <li>• Budgetary Control</li> </ul>
3.	<b>Business, Corporate and Global Strategies</b> <ul style="list-style-type: none"> <li>• Corporate Restructuring Strategies</li> <li>• Strategic Alliance</li> <li>• Public Private Partnership</li> <li>• IT driven Strategies</li> </ul>
4.	<b>Emerging Strategic Trends</b> <ul style="list-style-type: none"> <li>• Outsourcing</li> <li>• Reengineering Business Processes</li> <li>• Disaster Management</li> <li>• Start-up Business Strategies</li> </ul>

**M.A. in Luxury and Fashion Brand Management**  
**Under Choice Based Credit, Grading and Semester System Course**  
**Structure**  
**Second year**  
**(To be implemented from Academic Year- 2023-2024)**

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
	<i>Core Courses (CC)</i>			<i>Core Courses (CC)</i>	
CC - 7	Fashion Management <b>2331PLFBFM</b>	4T+2P	CC - 11	Luxury Brand Management <b>2341PLFBLB</b>	4T+2P
CC - 8	Import and Export <b>2332PLFBIE</b>	4T+ 2P	CC - 12	Digital Marketing and E-Commerce <b>2342PLFBDM</b>	4T+2P
	<i>General Elective (GE)</i>		CC - 13	Retail Management <b>2343PLFBRM</b>	4T+2P
GE – 1	Business Ethics and Corporate Social Responsibility <b>2333PLFBBE</b>  or Fundamentals of Operations <b>2333PLFBFO</b>	2T+1P		<i>Skill Enhancement Compulsory Courses (SEC)</i>	
	<i>Core Courses (CC)</i>		SEC - 2	Entrepreneurship <b>2344PLFBEP</b>	4T+2P
CC - 9	Merchandising <b>2334PLFBMD</b>	4T+2P		<i>General Elective (GE)</i>	
CC - 10	Internship Project <b>2335PLFBIP</b>	4P	GE - 2	Fashion Photoshoot <b>2345PLFBFP</b> or Human Resource Management <b>2345PLFBSM</b>	4P  4T
	<b>Total</b>	25		<b>Total</b>	28

P = Practical; T = Theory