



MASTER OF FASHION MANAGEMENT

To develop world class professionals in the areas of fashion management, marketing, merchandising, and retailing; to produce future entrepreneurs who are equipped with fashion product, technology, analytical and managerial skills and knowledge with right industry connect.



Students undergo in-depth education in management, marketing, buying, merchandising (retail and export), retail operations, international marketing, international trade practices and project formulation, Entrepreneurship and also on an important aspect of interdisciplinary aspect of fashion.

They are exposed to creative merchandising/marketing, innovative fashion management practices, Information technology developments, cluster studies, sustainability, directions of fashion trends and business practices, through field visits and industry internships.

The department maintains an active collaboration with the industry through several consultancy projects undertaken by the members of the faculty and also through the internship and graduation projects, classroom projects done by the students.



MAJORS

Major subjects refer to the core domain of the department. The purpose of the first semester major subjects is to prepare a firm background and foundation, on which further specializations can be built, in the area of Marketing, Merchandising, Understanding of Fabrics, and Research and Statistical as well as Information Technology application in it.

The understanding of these basic disciplines is further enlarged and substantiated in the subsequent semester with subjects like Supply chain management, Omni Channel Retailing, Consumer Behavior and Neuromarketing, Luxury Brand Management, Fashion Brand Management, Strategic and Innovation management, Big data and analytics etc. The purpose of the major subjects is to groom the students in the key areas that are necessary for a domain specific management course the “Fashion Management Studies”.

The progression of the subject is such that continuity of knowledge is maintained. Self-study by the students is encouraged as part of curriculum

DEEPENING SPECIALISATIONS (DS)

Deepening specialization subjects are meant to allow the students to specialize in a specific area leading to a particular pathway. The areas for deepening specialization are Marketing and Retailing, Entrepreneurship and International Business. The student can choose any one area for in-depth study throughout the course.

DS 1 : Marketing and Retailing

The specialization provides an opportunity to gain in-depth understanding of Customer Experience Management, Retail operations, Omni-channel Retail, E commerce etc.

DS 2 : Entrepreneurship

The Entrepreneurship would equip the students with the skills to understand the nuances of feasibility study and business laws, report making to setup his enterprise.

DS 3 : International Business

The International Business as a deepening specialization aims to provide a nuanced understanding of the size and nature of global business, EXIM documentation, export marketing. All these specialization would help the student to focus and perform at higher level.



CAREER PATHWAYS

The Marketing & Retailing specialization covers the subjects like customer experience management and retail operations, Omni channel planning and buying, E commerce, fashion promotion mix and social media marketing, branded entertainment. This would lead to careers as Retail buyer, retail planner, store manager, visual merchandiser, retail trainer, mall manager, retail consultant, brand executive, social media analyst, social media marketer, content marketing, event manager, E-commerce merchandiser, marketing and sales professional, luxury store manager.

International business specialization covers the subjects like global fashion business, export merchandising and EXIM documentation, global marketing and costing and profitability. This would lead to careers as export merchandiser, buying house merchandiser, sourcing manager, logistics manager, global business development manager, sampling merchandisers, compliance officer, vendor management executive.

Entrepreneurship specialization covers the subjects like Entrepreneurship business models and success stories, business idea generation and feasibility testing with live projects, family business management, business plan, laws and integrated project. This would lead to careers as entrepreneur, social entrepreneur, NGOs, academicians, cluster manager/marketer, Consultant for rural marketers



● ELIGIBILITY

For B.Des in Fashion Design

Who can apply?

Any candidate who fulfils the prescribed educational qualification criteria for the concerned Master's programme can apply.

1. Qualifying Age: No age limit

2 Educational Qualification for Master's Programme in Fashion Management- M.F.M (Master of Fashion Management)

- Undergraduate Degree in any discipline from any Institute / University recognized by law in India.

or

- Undergraduate Diploma of minimum three years duration from NIFT / NID.



● IMPORTANT NOTE

Postgraduate Programme (MFM, M.Des & MFTech) Candidates applying for Master of Fashion Management (MFM), should arrange to send GMAT test scores while those applying for Master of Design (M.Des.) and Master of Fashion Technology (M.FTech.) should arrange to send GRE test scores directly to NIFT H.O. Delhi. The candidates must designate NIFT Programmes as choice in the GRE/GMAT.

Candidates whose GRE/GMAT scores have not been received from the Educational Testing Services/Graduate Management Admission Council may not be considered for admission under this category. The Campus and Programme will be allotted to the successful candidates based on merit list drawn as per GRE/GMAT score of the candidates as well as the preference of the candidate. Candidates seeking admission under this category should apply in the prescribed Application Form online.

1. Candidates appearing in the qualifying examination are also eligible to apply provided:

(a) That they produce proof of having acquired the minimum prescribed qualifications at the time of counselling/ admission.

(b) If the 12th class/final year/final semester (as the case may be) result of qualifying degree/certificate examination is not declared by the concerned Board/ University till the date of counselling/ admission, his/her admission in such case will be strictly provisional subject to the following conditions:

(i) Affidavit on non-judicial stamp paper of Rs.10/- in the prescribed Proforma is submitted.

In case the candidate is minor i.e. below 18 years of age, the affidavit shall be signed by his/ her parent/guardian. Candidates/parent/guardians may note that submission of false affidavit is a punishable offence.