

**NAGINDAS KHANDWALA COLLEGE OF
COMMERCE, ARTS & MANAGEMENT STUDIES**

Programme: M.A. in Luxury and Fashion Brand Management
List of subjects offered under NEP
Academic Year 2024-2025

SEMESTER I		
1	Fashion Communication	4 Credits
2	Marketing Management	4 Credits
3	Entrepreneurship	4 Credits
4	Soft Skills for Professionals	2 Credits
5	Fundamentals of Financial Management	4 Credits
	OR	
6	Human Resource Management	
7	Research Methodology for Business	4 Credits
	Total Credits Semester - I	22 Credits

SEMESTER II		
1	Consumer Behaviour	4 Credits
2	Selling and Negotiations	4 Credits
3	Sales Management	4 Credits
4	Sales Promotion	2 Credits
5	Strategic Management	4 Credits
	OR	
	Fundamental of Operations	
7	Internship	4 Credits
	Total Credits Semester - II	22 Credits