



BBA - Fashion Management

CURRICULUM FRAMEWORK 2026–2029 Batch

SEMESTER I

SEM	PART	COURSETYPE	COURSE TITLE	HOURS	CREDITS	CIA	ESE	TOTAL
SEM I	PART I	Languages-1	Language-I	6	3	40	60	100
	PART II	English- 1	General English- I	6	3	40	60	100
	PART III	Core Course-CC 1	Principles of Management	5	5	40	60	100
		Core Course-CC 2	Introduction to Fashion Industry & Terminology	5	5	40	60	100
	PART IV	Elective 1 Generic/Discipline Specific	Business Statistics / Fashion History and Cultural Studies	4	3	40	60	100
		Skill Enhancement Course(SEC)-1	Problem Solving through Aptitude	2	2	40	60	100
		Skill Enhancement (Foundation Course)	Soft Skills and Communication Practice	2	2			100
		Total		30	23			



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SEM	PART	COURSETYPE	COURSETITLE	HOURS	CREDITS	CIA	ESE	TOTAL
SEM I	PART I	Languages - 2	Language-II	6	3	40	60	100
	PART II	English- 2	General English- II	4+2*	3	40	60	100
	PART III	Core Course - CC 3	Organizational Behaviour	5	5	40	60	100
		Core Course - CC 4	Textile Science and Fabric Study	5	5	40	60	100
		Elective 2 Generic/Discipline Specific	Visual Merchandising (VM) Basics / Computer Aided Design	4	3	40	60	100
SEM II	PART IV	Skill Enhancement Course(SEC)-2	Computer Applications in Business(Excel)	2	2	40	60	100
		NMC1	NMC (Nan Mudhalvan Course) / Foreign Language	2*	2	40	60	100
		Skill Enhancement Course(SEC)-3		2	2			
Total				30	25			



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SEM III	PART I	Languages-3	Language-III	6	3	40	60	100
	PART II	English- 3	General English-III	6	3	40	60	100
	PART III	Core Course-CC 5	Marketing Management	5	5	40	60	100
		Core Course-CC 6	Fashion Journalism	5	5	40	60	100
		Elective 3 Generic/Discipline Specific	Business Economics (Macro) / Fashion Production Management	4	3	40	60	100
	PART IV	Skill Enhancement Course(SEC)-4	Computer Application in Business(ERP)	1	1	40	60	100
		Skill Enhancement Course(SEC)-5/ NMC 2	NMC (Nan Mudhalvan Course) / Fashion Illustration	2	2	40	60	100
		EVS	EVS	1	-	40	60	100
Total				30	22			



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SEM IV	PART I	Languages-4	Language-IV	6	3	40	60	100
	PART II	English- 4	General English - IV	6	3	40	60	100
	PART III	Core Course-CC 7	Human Resource Management	5	5	40	60	100
		Core Course-CC 8	Fashion Retail Management	5	5	40	60	100
	PART IV	Elective4	Business Law & IPR / Supply Chain Management	3	3	40	60	100
		Generic/Discipline Specific						
		Skill Enhancement Course(SEC)-6/ NMC 3	NMC(Nan Mudhalvan Course) / Digital Marketing for Fashion	2	2		100	100
Total				30	25			



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SEM V	PART III	CoreCourse-CC 9	Financial Management	5	4	40	60	100
		Core Course-CC 10	Management Accounting	5	4	40	60	100
		Core Course-CC 11	E-Commerce Technology & AI Integration	5	4	40	60	100
		Core Course-CC 12/ Project with Viva Voce	Project with Viva Voce	5	4	40	60	100
		Elective 5 Generic/Discipline Specific	Fashion Trend Forecasting / Fashion Data Analytics	4	3	40	60	100
		Elective 6 Generic/Discipline Specific	AI in Fashion and Retail / Fashion Marketing Analytics	4	3	40	60	100
	PART IV	Skill Enhancement Course(SEC)-6/ NMC 4	NMC(Nan Mudhalvan Course)/ Portfolio Development	2	2	40	60	100
			Internship/Industrial Training		2	40	60	100
Total				30	26			



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SEM VI	PART III	Core Course-CC 13	Strategic Management	6	4	40	60	100
		Core Course-CC 14	Consumer Behaviour in Fashion	6	4	40	60	100
		Core Course-CC 15	Wastage Management and Lean Production	6	4	40	60	100
		Elective 7 Generic/Discipline Specific	International Fashion Trade & Logistics / Digital Fashion Entrepreneurship	5	3	40	60	100
		Elective8 Generic/Discipline Specific	AI-Driven Luxury Brand Strategy / Digital Fashion & Virtual Design	5	3	40	60	100
	PART IV	NMC5	NMC(Nan Mudhalvan Course)/	2	2			
	PART V		Extension Activity	-	1			
Total				30	21			

Total

142 Credits