

The Masters in Fashion

Management program is a comprehensive course that prepares students to excel in the competitive fashion industry.

The program covers topics including business strategy, marketing, and branding.

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Now**

Full Name

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SUBMIT

The fashion industry is a global and highly competitive business that requires unique skills and knowledge to succeed. Graphic Era Hill University, Dehradun, offers Masters in Fashion Management program. It is a two-year postgraduate degree designed to equip students with the expertise and experience needed to excel in this dynamic industry.

The program covers a broad range of topics, including business strategy, marketing, branding, supply chain management, and sustainability. Students gain a deep understanding of the fashion industry, including its history, evolution, and current trends. They also learn about the diverse cultural, economic, and social factors that impact the industry and its consumers.

In addition to theoretical knowledge, the

program emphasizes practical experience, with opportunities for students to work and collaborate with industry professionals. Through internships, workshops, and other experiential learning opportunities, students gain valuable insights into the inner workings of the fashion industry and build networks that can help them launch successful careers.


The Masters in Fashion Management program is essential for anyone looking to pursue a career in the fashion industry or related fields. It provides a comprehensive understanding of the industry's complexities, challenges, and opportunities, and equips students with the skills and knowledge needed to navigate this dynamic field.



Launch your
career in
Design with
our Masters in
Fashion

Management
program.
Experienced
faculty, hands-
on learning,
and industry
connections.

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Course Information

Admission Procedure

Merit
prepared on
basis of the
qualifying
exam

Provisional Admission

Seats to be
allocated
based on
projected
scores(12th)
, calculated
basis the
candidate's
10th

Eligibility

All
interested
candidates
should have
passed
Class XII
from a
recognized
board of
examination

Important Links

percentage only	in any stream with		
	ous		
Fee Structure	IS	Scheme	Curriculum

Career Prospects

The Masters in Fashion Management is a specialized postgraduate degree program that combines business and management principles with fashion industry knowledge and expertise. The significance of this program lies in its ability to provide students with a strong foundation in business and management principles while equipping them with specialized knowledge and skills relevant to the fashion industry. Career prospects for graduates of a Masters in Fashion Management program are diverse and can include roles such as:

- Fashion Marketing Manager: develop and implement marketing strategies for fashion brands and products.
- Fashion Buyer: select and purchase fashion products for retail stores or online marketplaces.
- Fashion Entrepreneur: launch and manage their own fashion business, such as a fashion brand, e-commerce platform, or fashion boutique.
- Fashion Operations Manager: manage the operations of a fashion business, such as supply chain management, production, and logistics.
- Fashion Merchandiser: responsible for planning and executing merchandising strategies to increase sales and profitability for a fashion business.

Key Highlights

The Masters in Fashion Management program is a specialized program that provides students with a comprehensive understanding of the fashion industry and equips them with the necessary skills to manage and lead fashion businesses effectively. Some unique key highlights of this program include:

Comprehensive Curriculum: The Masters in Fashion Management covers a broad range of topics, including fashion marketing, branding, merchandising, retail management, supply chain management, and fashion forecasting. This comprehensive curriculum enables students to gain a deep understanding of the fashion industry and its various aspects.

Industry-Oriented Approach: The course adopts an industry-oriented approach, with a strong focus on practical skills and hands-on experience. Students are provided with opportunities to work on real-world projects, internships, and industry collaborations, which helps them gain knowledge and experience.

Global Exposure: The students are given a global perspective, with opportunities for international study tours and collaborations with leading fashion schools. This global exposure enables students to understand the cultural nuances of the fashion industry and gain insights into global trends and practices. To provide global exposure to students, in the Master's in Business in Fashion course, students get to visit and explore fashion industries, markets, and cultures.

Entrepreneurial Focus: There is an emphasis on entrepreneurial skills, with modules on fashion entrepreneurship and innovation. This helps students develop a business mindset and the skills to launch and manage their fashion ventures.

Frequently Asked Questions

What skills can I gain from the Masters in Fashion Management?

How practical is the Masters in Fashion Management program?

Does Masters in Fashion Management program offer opportunities for internships?

Can a Masters in Fashion Management degree lead to entrepreneurship opportunities?