

Diploma in Fashion Business Management

Diploma in Fashion Business Management is a Fashion Designing course. The course in the fashion business is aimed at training professionals who have a profound knowledge of the different types of companies that make up the fashion industry. The program is integrated with a series of workshops, sector studies and seminars aimed at enriching the cultural patrimony of the student. The course is concerned with cost control, defining communication strategies and promotions, coordinating, collaborating and consulting.

Diploma in Fashion Business Management Syllabus

Syllabus of Fashion Business Management as prescribed by various Universities and Colleges.

Sr. No.	Subjects of Study
1	Fashion Marketing I
2	Fashion Marketing II
3	The Fashion Industry and the Cultural Context
4	Business Principles
5	Brand Identity
6	Coordination Strategies
7	Strategies for Fashion Marketing
8	Finance and Management Control
9	Fashion Retail
10	Advanced Fashion Retail

11	Digital Marketing
12	Final Project

