Admissions
The MS program is offered to candidates who fulfill the eligibility criteria. In addition, all candidates are expected to have leadership potential and an aptitude to make a career in the RMG industry.

Eligibility Criteria
- Bachelor’s degree in any discipline
- Minimum Cumulative GPA of 3.0 or equivalent letter grade or percentage points
- Pass in HSC/CHE (or equivalent)

*Any waivers must be approved by Program Office providing minimum cumulative GPA is 3.25 and above

Need-based financial aid is available for students who qualify and meet other eligibility criteria. For more information about the admission process, financial aid, and academic programs, please visit our website: https://auw.edu.bd/undergraduate/master-of-science-apparel-and-retail-management/ or contact the School of Apparel and Retail Management at
sarms@auw.edu.bd

Organizations that are interested to learn more about MSc Apparel and Retail Management program are encouraged to contact the School of Apparel and Retail Management at
sarms@auw.edu.bd/school/apprarel@auw.edu.bd

For further information:
- msadmission@auu.edu.bd
- +880 1719349992
- sarms@auw.edu.bd
- asian-university.org
- 20/A, M.M. Ali Road, Chittagong-4000, Bangladesh

OUR MISSION & VISION
ASIAN UNIVERSITY FOR WOMEN (AUW) seeks to graduate women who will be skilled and innovative professionals, service-oriented leaders in the business and communities in which they will work and live, and promoters of interconnected understanding and sustainable human and economic development in Asia and throughout the world.

Global Curriculum with focus on RMG Industry
Duration: 1 year with industry internship

www.asian-university.org
MS (MASTER OF SCIENCE) APPAREL AND RETAIL MANAGEMENT

**School of Apparel**

**Asian University for Women**

The Asian University for Women (AUW) is an independent, international university based in Bangladesh. AUW is dedicated to excellence in women’s education and leadership development through both a technical and humanities-based arts and sciences curriculum. It was conceived in 2000 following the publication of “Higher Education in Developing Countries: Peril and Promise” by the World Bank’s “Task Force on Higher Education and Society,” and it was later established through the Asian University for Women Act, 2006, when the Parliament of Bangladesh ratified the Charter of the Asian University for Women. AUW seeks to graduate women who are skilled and innovative professionals, semi-autonomous leaders in the businesses and communities in which they serve, and promoters of intercultural understanding and sustainable human and economic development in Asia and throughout the world. AUW currently has over 1700 students from 17 countries (Japan, Bangladesh, Bhutan, Cambodia, China, India, Khmer, Laos, Malaysia, Myanmar, Nepal, Pakistan, Palestine, Sri Lanka, Tanzania, and Vietnam), who are mostly first generation learners from diverse sociocultural backgrounds.

**MS (MASTER OF SCIENCE) APPAREL AND RETAIL MANAGEMENT**

- **Designed and delivered in association with leading international universities and institutions.**
- **State-of-the-art and industry relevant curriculum.**
- **Transferable knowledge and skills.**
- **HSCC’s commitment to Future Skills development in Bangladesh.**
- **AUW’s commitment to women empowerment through education.**
- **Opportunity for women graduates to build a lifelong and rewarding career in the RMG sector.**
- **Program Advisory Board composed of business leaders and apparel industry professionals.**
- **Academic Advisory Committee composed of leading academics from around the world.**
- **Selection through rigorous admission process.**
- **Internships with the best apparel and retail companies.**
- **With teaching provided by Manchester Metropolitan University on four of the core courses units.**

**Program Outcomes**

Through curated courses, the young professionals will develop technological know-how, superior communication skills and contemporary knowledge needed for Apparel and Retail Management, enabling them to directly enter the RMG industry in Bangladesh in middle and senior leadership roles. The ideal outcome would be for these companies to hire the students upon graduation. For the empowering companies, these graduates offer a sustainable solution to their people and talent needs at managerial levels and minimum cost and deadlines involved in hiring overseas executives.

**Learning Outcomes**

- Strategic Thinking
- Marketing Mindset
- Production Concepts
- Productivity Enhancement
- Retail Operations
- Merchandising Techniques

**Skill Outcomes**

- Negotiations
- Cultural Competence
- Interpersonal Communication
- Business Communication
- Digital Learning
- Project Management
- Business Analytics

**Career Outcomes**

- Apparel Marketing
- Marketing Research
- Apparel Buying & Sourcing
- Retail Management
- Merchandising
- Brand & Product Management
- Fashion Communication

**Program Structure**

The structure will consist of two-month of academic instruction, a two-month internship in an RMG company and completion of a capstone project. The students will return to campus at the end of the internship to present their experiences and share their learning. All students will undergo an Industry Immersion before starting the program. The program will have 10 core courses covering functional areas of management, apparel design, apparel manufacturing, retailing and merchandising, and 16 intensive modules covering a range of management competencies, skills and tools. These courses are carefully curated to instill relevant state-of-the-art knowledge and skills. Academic learning will be supplemented with periodic guest lectures from leaders in the RMG industry and academicians. All students will be awarded a MS (Master of Science) in Apparel and Retail Management degree on successful completion of the program.