

Admissions

The MS program is offered to candidates who fulfill the below 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 HBS CORE / GMAT / etc

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

Need based Financial aid is available for students who qualify and meet our eligibility criteria. To access more information about the admission process, financial aid and academic programs, please visit our website <https://asian-university.org/academic-programs/masters-programs/> or contact the HSBC-AUW School of Apparel Admissions Office at msadmission@auw.edu.bd schoolofapparel@auw.edu.bd

Organizations that are interested to learn more about MS in Apparel and Retail Management program or nominate an applicant may also contact the HSBC-AUW School of Apparel Admissions Office at msadmission@auw.edu.bd schoolofapparel@auw.edu.bd



To apply scan here



For further information

- ✉ msadmission@auw.edu.bd
- ☎ +880 1958399842
- 📱 [auw.admissions](https://www.instagram.com/auw.admissions)
- 🌐 asian-university.org

20/A, M. M. Ali Road,
Chattogram-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 businesses and communities in which they will work and live, and promoters of intercultural understanding and sustainable human and economic development in Asia and throughout the world.



HSBC-AUW School of Apparel

Leading the Future of Fashion

Academic Excellence | Industry Relevance | Social Significance

MASTER OF SCIENCE

Apparel and Fashion Business Management



Taught by faculty from leading international universities and institutions renowned for fashion management and apparel manufacturing education.

Global Curriculum with focus on RMG Industry

Duration: 1 year with industry internship

Assured Internship

Placement Support

www.asian-university.org

MS (MASTER OF SCIENCE) APPAREL AND FASHION BUSINESS MANAGEMENT

HSBC-AUW 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 human-istic liberal 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/UN Task Force on Higher Education and Socie-ty, 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, service-oriented leaders in the businesses and communities in which they serve, and promoters of intercultural understand-ing and sustainable human and economic development in Asia and through-out the world. AUW currently has over 1700 students from 17 countries (Afghanistan, Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Laos, Malaysia, Myanmar, Nepal, Pakistan, Palestine, Sri Lanka, Timor Leste, Syria and Vietnam), who are mostly first generational learners from diverse socio-economic backgrounds.

HSBC has a longstanding commitment to supporting the communities in which it operates and a significant portion of HSBC’s work is directed towards helping people develop the employability skills they need to thrive. Through an initiative called ‘Future Skills’, HSBC provides 21st century skills to the community. The HSBC-AUW School of Apparel aims to address current gaps in developing management resources in partnership with international universities and also to drive women leadership for the apparel sector. The HSBC-AUW management education program will be tailored for Apparel industry leadership roles, incorporating aspects of Environment, Social and Governance (ESG). HSBC will support the program through providing initial setup support for the School of Apparel, HSBC Scholarships to AUW graduates, engagement with apparel industry stakeholders to drive thought leadership, and instituting an Advisory Board with key stakeholders from the industry.

HSBC-AUW School of Apparel

AUW in association with HSBC Bangladesh has established HSBC-AUW School of Apparel to offer one-year full-time MS (Master of Science) program in Apparel and Fashion Business Management . The MS in Apparel and Fashion Business Management program seeks to create a pool of expertly trained women from Bangladesh who will go on to manage local businesses. The program will build executive talent and enable enduring skill formation within the country while contributing towards the social goals of sustainability and women empowerment. Academic Excellence, Industry Relevance and Social Significance would be the defining features of the Programme. The program aims to seek excellence in terms of attracting top quality students, first-rate quality faculty with state-of-the-art curriculum, and placement in leading organizations. The program is designed and delivered by faculty from leading international universities and institutions renowned for fashion management and apparel manufacturing educa-tion. The RMG companies, including manufacturers and vendors, as well as global retailers, would be prospective recruiters of future graduates.

MS (MASTER OF SCIENCE) APPAREL AND FASHION BUSINESS MANAGEMENT

- Designed and delivered in association with leading international Universities and Institutions
- State-of-the-art and industry relevant curriculum
- Transferable knowledge and skills
- HSBC’s commitment to Future Skills development in Bangladesh
- AUW’s commitment to women empowerment through education
- Opportunity for women graduates to build a fulfilling 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 a rigorous admission process
- Internships with the leading RMG companies
- Taught by faculty from leading international universities and institutions renowned for fashion management and apparel manufacturing education.

Program Outcomes

Through curated courses, the young professionals will develop technological know-how, superior communication skills and contemporary knowl-edge needed for Apparel and Fashion Business 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 gradu-ation. For the employing companies, these gradu-ates offer a sustainable solution to their people and talent needs at managerial levels and minimize costs and lead times involved in hiring overseas executives.



Program Structure

The Program consists of twelve-months of academic instruction, a two-month internship in an RMG company and comple-tion of a capstone project. The students will return to campus at the end of the internship to present their experiences and share their learnings. All students will undergo an industry immersion before starting the program. The program will have 12 core courses covering functional areas of management, apparel, design, apparel manufacturing, retailing and merchandising, and 12 intensive modules covering a range of management concepts, skills and tools. These courses are carefully curated to impart relevant state-of-the-art knowledge and skills. Academic learning will be supplemented through periodic guest lectures from leaders in both industry and academia. All students will be awarded a MS (Master of Science) in Apparel and Fashion Business Management degree on successful completion of the program.

TRIMESTER 1

Core Courses

Fashion Marketing Management & Marketing Research
Accounting & Financial Management
Apparel Manufacturing Technology
Textile Science

Intensive Modules

Management Essentials
Business Communication & Negotiation
Elements and Principles of Design
Textile Humanities

TRIMESTER 2

Core Courses

Operations Management
Fashion Culture & Consumer Behavior
International Buying & Merchandising
Fashion Product Development

Intensive Modules

Graphics & Digital Design
Heritage Fashion
Comparative Labor Rights & Occupational Health and Safety
Business Ethics

TRIMESTER 3

Core Courses

Industrial Engineering
Product & Brand Management
International Retailing & Visual Merchandising
Sustainable Supply Chain Management

Intensive Modules

Master Class in Marketing
Export-Import Documentation
Strategic Thinking
Business Plan Writing



Learning Outcomes

- Strategic Thinking
- Marketing Mindset
- Production Concepts
- Productivity Enhancement
- Retail Operations
- Merchandising Techniques
- Ethics and Sustainability (ESG focus)

Skill Outcomes

- Negotiations
- Cultural Competencies
- 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

Capstone Project

The Capstone Project provides students with a hands-on opportunity to apply the theories, concepts and tools learned in university in a real-life business situation. The HSBC-AUW School of Apparel will partner with local RMG companies to provide work experience opportuni-ties where students will be assigned a specific business problem to solve for their Capstone Project. The output of the internship, the Capstone Project Report, will be the culmination of the one year MS program; it will validate learn-ing, provide solutions to real world challenges and improve the students career prospects by showcasing their capabilities to the potential future employers.