



FASHION BUSINESS

The Institute of Apparel Management (IAM), Gurgaon, launched an MBA programme in fashion business, with 30 seats.

The fee for the two-year programme is Rs 6.5 lakh. MBA programmes at IAM are offered in collaboration with Mewar University. Darlie O Koshy, director, IAM, says the new offering is different from the fashion marketing and management courses taught at NIFT and other institutes. The MBA is a blend of both creative elements of fashion designing and business management required to run fashion industries.