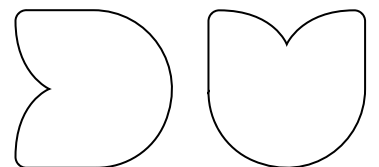




udit
UNIVERSITY
OF DESIGN,
INNOVATION &
TECHNOLOGY

SCHOOL OF —

— MANAGEMENT





WHO WE ARE

We Are A Tomorrow-Driven University Built On Three Transformative Pillars: Design, Innovation And Technology, Because Meaningful Solutions Emerge Only When Disciplines And Perspectives Converge.

INTERNATIONAL PROGRESSION

2+2, 3+1 & MASTERS



[CLICK HERE TO APPLY ↗](#)

BRIDGING — GAPS BUILDING — BRIDGES

BACHELOR OF BUSINESS ADMINISTRATION

BBA Fashion Business Management

BBA Luxury Business Management

BBA AI & Digital Transformation

MASTER OF BUSINESS ADMINISTRATION

MBA Luxury & Fashion Business Management

HOW WE THINK ABOUT LEARNING

01

LEARNER CENTRIC

02

PROJECT-BASED LEARNING

03

THINKING THROUGH
MAKING

04

INTERDISCIPLINARY
APPROACH

05

INDUSTRY INTERFACE



A DECADE THAT _____ _____ SHAPED WHO WE ARE

Born from a decade of pioneering, award-winning work, UDIT carries forward IIAD's legacy of real-world, creative education. Founded in 2015 to bridge academia with industry and society, IIAD introduced immersive, project-based learning. This learning-by-doing ethos now drives UDIT's multidisciplinary ecosystem—cultivating exploration, collaboration and industry-ready futures for students.



2015

IIAD enrolled its first batch of students



2020

Design College of the Year by
Silicon India



2021

Excellence in Design Education,
Best Communication Design College in India
Silicon India



2022

Awarded Best College of the Year by
Silicon India



2024

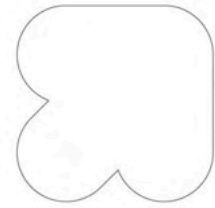
95% Placement Record,
Awarded Leading Design College by
Economic Times





















2025

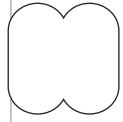
IIAD transforms into a University.

IIAD STUDENTS WORKING WITH 500+ BRANDS



 VERSACE	 LAMBORGHINI	 ASTON MARTIN	FERRAGAMO	<i>NYKAA</i>
 CHANEL	<i>H&M</i>	McKinsey &Company		
		ZARA		officebanao
	p é r o [®]	dyson	BOSS HUGO BOSS	 LOUIS VUITTON
	yatra	 FASHION & RETAIL	 AMARIS	<i>fabindia</i> CELEBRATE INDIA
LUCID	 PLUGD	FOLKLOQUE STUDIOS	ele ven ty	OYO
 SHADES OF INDIA	 Building a better working world		NUTRABAY	 YELLOW PIG DESIGN
	DECATHLON	N	MIRAGGIO	 benetton

BBA FASHION BUSINESS MANAGEMENT



Bridging Fashion
and Business
Practices

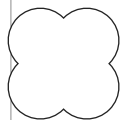
UG - 4 Years



In the rapidly evolving **business of fashion**, the course equips students with specialised expertise in fashion and business, preparing them to navigate the **dynamic industry** with a strong, real-time understanding of business practices and **creative insights**.

FASHION MERCHANDISING + FASHION RETAIL OPERATIONS
+ VISUAL MERCHANDISING + MARKETING STRATEGIES +
ENTREPRENEURSHIP + DIGITAL MEDIA & E-FASHION

BBA LUXURY BUSINESS MANAGEMENT



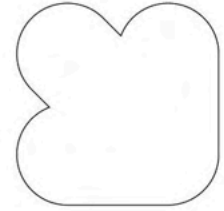
Bridging Luxury
and Business
Practices

UG - 4 Years



Integrating **contemporary business strategies**, **empowering** students to enquire deeper into **luxury trends** and apply innovative approaches. This course has added the opportunity of **international excursions** to Milan | Paris.

GLOBAL LUXURY ECOSYSTEM + LUXURY BRAND
MANAGEMENT+ LUXURY MERCHANDISING + ONLINE
REPUTATION MANAGEMENT



YOUR PATH — TO UDIT ——— BEGINS HERE

ELIGIBILITY CRITERIA

BACHELOR OF BUSINESS ADMINISTRATION

Candidates who've completed or are appearing for Class XII (any stream) with a minimum of 50% aggregate from any recognised Indian or International board are eligible to apply.

MASTER OF BUSINESS ADMINISTRATION

Graduates from any discipline at a recognised university are eligible. Final-year students or those awaiting results may also apply.

ENTRANCE EXAMS

IIAD Management Aptitude Test (iMAT) for BBA & MBA Applicants

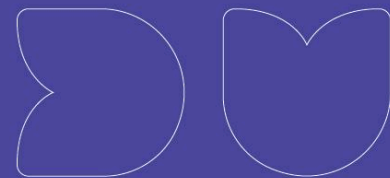
Applicants to the following programmes must take the IIAD Management Aptitude Test (iMAT), followed by a Personal Interview:

iMAT is a written test designed to assess a candidate's language proficiency, logical reasoning and creative thinking through multiple-choice questions and writing tasks.

For any questions related to the Application and Admission process, write to apply@iiad.edu.in or call [9871383633](tel:9871383633).



INDUSTRY—CONNECT



“These industry events at IIAD help bridge the gap between what the industry needs and what the education system currently provides.”

Abhimanyu Mehta
CEO, Lamborghini - Delhi



“Instead of me teaching them something, it was the other way around. I learned so many new things from IIAD students.”

Yogeshwar Sharma
Chief of Business Development
& Leasing, DLF



“It's very creative; it's lovely that they get to work with their hands. I'm very envious because our generation didn't get to attend design schools. This school has really grown over the years.”

Tarun Tahiliani
Fashion Designer & Founder,
Tarun Tahiliani Label



“By aligning its curriculum with industry trends, IIAD ensures its graduates are not only job-ready but also equipped to be catalysts of change.”

Abhishek Yugal
Director-Practice Lead
Manufacturing Excellence, Groyyo



“As IIAD celebrates 10 years, IIAD's journey is a testament to how the right academic environment, paired with industry exposure, can create professionals who don't just fit into luxury—they elevate it.”

Kretya Chauhan
Ex-Boutique Manager, Versace
Manager, AMIRI India



“Institutions like IIAD play a crucial role in shaping fashion and textile education by integrating design, business, sustainability and technology.”

Jaspreet Singh
Merchandiser Manager
FA Home



AND MANY MORE...

STUDENT ACHIEVEMENTS



Founder, The Lemon Agency
Marketing Agency

Lisha Shaw
Fashion Business Management
Batch of 2022-2025



Founder, NOAH
Luxury Bodycare

Bhumi Bansal
Fashion Business Management
Batch of 2021-2024



Co-Founder, DotStudio23
Marketing & Design Agency

Sneha Gupta
Fashion Business Management
2021-2024



Founder, La Clair Studios
Social Media Marketing,
Performance Marketing

Lavanya Sirohi
Fashion Business Management
Batch of 2020-2023



**Founder, Aavya - Concepts
& Creations**
Event Management Company

Aadya Chawla
Fashion Business Management
Batch of 2022-2025



**Best Paper Award for
"NEKTAR"**
International Conference,
Woxsen University.

Bhargabi Mahanta
Fashion Business Management
Batch 2022 - 2025



Founder, Gulrukh
Ethnic Womenswear

Harshita Ahuja
Fashion Business Management
Batch of 2023-2025



Looks Salon, Chhate
Luxe Salon, Personal Care range

Janvi Chhatwal
Fashion Business Management
Batch of 2022-2025



**Winner D'source DICBHU SDGs
Design Challenge at IIT Bombay**
Eco-Friendly Packaging Design

Harshul Grover
Communication Design
Batch of 2024



**Presented Research Paper:
'Need for Flexibility'**
At ICBE 2023, organised by the
Jindal School of Art and Architecture

Kanika Aggarwal
Interior Architecture & Design
Batch of 2023



**Finalist
Pepe Jeans London Fashion
Designer Awards 2023**

Kartik Mahalwal
Fashion Design
Batch of 2023



**Winner The Park Elle Decor
Student Contest 2024**
Re-Imagining Heritage

Rashika Lungani
Interior Architecture & Design
Batch of 2024



AND MANY MORE...

SUCCESS STORIES



Marketing & CRM Executive
Aston Martin

Bhargabi Mahanta
Fashion Business Management
Batch 2022 - 2025



Marketing - CRM & Digital
Lamborghini

Simran Rawat
Fashion Business Management
Batch 2021 - 2024



Fashion Consultant
Versace

Reiya Oberoi
Fashion Business Management
Batch 2021-2024



Management Intern
Chanel

Kaashvi Minocha
Fashion Business Management
Batch 2021 - 2024



Product Designer
McKinsey & Company

Brinda Roopak
Communication Design
Batch 2016 - 2020



Demo Expert
Demo Expert

Adya Sharma
Fashion Business Management
Batch 2022 - 2025



Junior marketing executive
AMARIS

Suhani Sharma
Fashion Business Management
Batch 2023-2027



Marketing executive
PERONA

Arshie Muttreja
Fashion Business Management
Batch 2023-26



Product merchandiser
Shahi Exports pvt limited

Akansha Singh Rajput
Fashion Business Management
Batch 2022-25



University of the arts london
MA Strategic Fashion Marketing

Bhavya Sri Setti
Fashion Business Management
Batch 2022-2025



Emlyon business school
MSc Luxury Management
and marketing

Priya Jain
Fashion Business Management
Batch 2022-2025



Istituto Marangoni
Fashion and Luxury Brand
Management

Mansha Tanwar
Fashion Business Management
Batch 2022-2025



JCPenney

Assistant Merchandiser

JC Penney

Sifat Kaur Sahni
Fashion Business Management
Batch 2023-2025



MONTBLANC

Fashion consultant

Montblanc India Retail Pvt Ltd

Mudita Gautam
Fashion Business Management
Batch 2023-2026



CTA APPARELS

PD Merchandiser

CTA Apparels

Hrithik Banthia
Fashion Business Management
Batch 2023-2025



RAREISM

Buying and Planning

Rareism

Vanshika Gandhi
Fashion Business Management
Batch 2021 - 2023



asmara

Assistant Merchandiser

Asmara Group

Dakshita Pradeep Singh
Fashion Business Management
Batch 2022-2024



MIRAGGIO

Marketing Executive

Miraggio

Manik Sharma
Fashion Business Management
Batch 2020-2023



OMA

Senior Executive

OMA Living

Srishti Gupta
Fashion Business Management
Batch 2023 - 2025



UDAYAN care

Production & Design Manager

Udayan Care

Jessica Toppo
Fashion Business Management
Batch 2020-2022



LICFA
University for the
Creative Arts

BSc Fashion Business Management

University for the Creative Arts, UK

Navya Jain
Fashion Business Management
Batch 2022-2025



FASHION & RETAIL

Sourcing Executive

Aditya Birla Fashion and Retail Ltd.

Uttam Beck
Fashion Business Management
Batch 2020 - 2022



BOSS
HUGO BOSS

Fashion Consultant

Hugo Boss

Jiya Malhotra
Fashion Business Management
Batch 2021-2024



S.

PR Associate

Stanley Communication

Rishika Jaiswal
Fashion Business Management
Batch 2022 - 2024



AND MANY MORE...

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MASTER OF BUSINESS ADMINISTRATION

MBA Luxury & Fashion Business Management

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