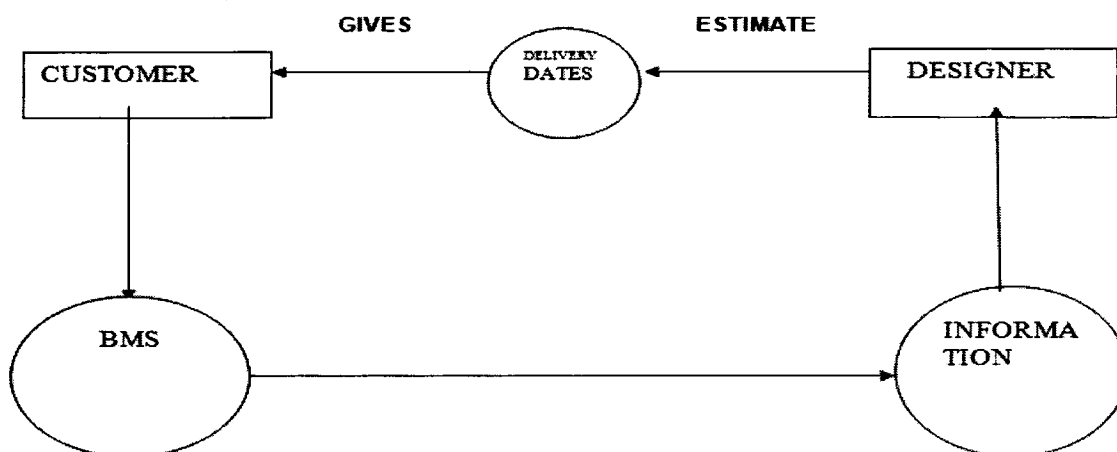


VAC108	BOUTIQUE MANAGEMENT
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

The course provides great exposure to variety of boutique management skills relevant to Indian fashion industry. It is exclusively designed to acquaint students with skills related to modern boutique, latest fashion practices and idealistic clothing articles. It is has been intended to provide entrepreneurial guidelines to enhance the basic skills for setting a modern boutique.

Begin by deciding on your boutique's theme. Every boutique must have a theme to differentiate it from the plethora of other shops customers could choose to visit. If you're selling swimwear, you'll probably have a beach theme, but the style can vary. For instance, use rich sunset colors to create a sensuous, sophisticated atmosphere, or light, bright yellows, greens and blues for a fun atmosphere



Course Objectives

The course will enable students to:

- Develop a comprehensive understanding of market trends, consumer behavior, and competitive landscape in the fashion industry.
- Learn the design process, including theme selection, boutique storefront design, and creating an appealing atmosphere for customers.
- Explore various methods of start-up financing for boutique ventures, including budgeting and financial planning.

- Familiarize with the legal framework surrounding retail operations to ensure ethical and lawful business practices.

Course Outcomes

On the successful completion of the course students will be able to:

CO1: Analyze market data to identify niche opportunities and target demographics for the boutique.

CO2: Gain proficiency in fashion forecasting techniques to anticipate market demands and trends.

CO3: Acquire skills in operational merchandising, including product development, spacing considerations, and checkout processes.

CO4: Develop business plans that encompass financial projections, risk management, and strategies for sustainable growth.

CO5: Understand the legal aspects of setting up a boutique, including licensing, regulatory compliance, and intellectual property considerations.

Course Content

Module I: Introduction to Boutique Management 5 hours

- Definition and scope of boutique businesses
- Understanding boutique trends and market analysis
- Identifying target customers and defining a niche

Module II: Business Planning and Conceptualization 5 hours

- Developing a boutique concept and brand identity
- Crafting a business plan and financial projections
- Location selection and store layout design

Module III: Merchandising and Inventory Management 5 hours.

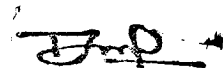
- Sourcing and selecting products for the boutique
- Inventory management, pricing strategies, and stock rotation
- Visual merchandising and store aesthetics

Module IV: Customer Service and Personalization 5 hours

- Building exceptional customer experiences
- Clienteling and personalized services
- Handling customer feedback and complaints

Module V: Marketing and Promotion Strategies 5 hours

- Creating a boutique marketing plan



- Online and offline marketing channels
- Social media, influencer collaborations, and promotions

Module VI: Entrepreneurship and Boutique Growth

5 hours

- Entrepreneurial mindset and innovation in boutique management
- Expansion strategies and diversification
- Financial management, budgeting, and scaling the business

Practicum

1. Case Study Analysis
2. Group Project on developing a boutique business plan.

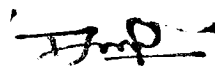
Textbooks

1. Bell, J., & Ternus, K. (2018). *Fashion Marketing: Theory, Principles & Practice*. Fairchild Books.
2. Clow, K. E., & Baack, D. (2020). *Integrated Advertising, Promotion, and Marketing Communications*. Pearson.

Reference Books

1. Kaplan, R. S., & Norton, D. P. (2001). *The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment*. Harvard Business School Press.
2. Ries, A., & Trout, J. (2001). *Positioning: The Battle for Your Mind*. McGraw-Hill Education.
3. Vanderbeck, E. J. (2019). *Small Business Management: Entrepreneurship and beyond*. Cengage Learning.

	Evaluation Component	Weightage (%)
1	Activities & Assignments	20
2	Presentation/Projects	20
3	Attendance	10
4	End Term Examination	50



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K.R. MANGALAM UNIVERSITY
E D U C A T I O N F O R L I F E
(Recognized by UGC and a member of AIU)

Ref.No.:KRMU/Admin./Notice/2020-21/_____

Dated: 04th December, 2020

NOTICE

This is to put for information that School of Fashion Design is offering Value-Added Course (VAC) for all interested students during Even Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
VAC108	Boutique Management	SOFD	30 Hrs.

- a) *Maximum 100 seats are available for the course.*
- b) *Course Start Date: 02 January 2021*
- c) *Couse End Date: 19 March 2021*

All interested students are required to confirm their registration with the Dean-School of Fashion Design latest by **23rd December, 2020.**

Registrar

Copy to:

- Vice Chancellor : For kind information
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy

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ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2020-21
COURSE CODE: VAC108
COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	PROGRAMME	SEMESTER	02.01.2021	03.01.2021	04.01.2021	07.01.2021	09.01.2021	10.01.2021
1601010002	ANKIT LOHIA	B.Tech CSE	Semester-VIII	P	P	P	P	P	P
1809200013	TANMAY KAPOOR	B.A. (JMC)	Semester-VI	P	A	P	P	P	P
1809200011	SHWETA RANI	B.A. (JMC)	Semester-VI	P	P	P	P	P	P
1809200002	BHANU PRAKASH	B.A. (JMC)	Semester-VI	A	P	P	P	P	P
1808180031	AMIT	B.A. (H) English	Semester-VI	P	P	P	P	P	P
1808180024	SANJANA SAREEN	B.A. (H) English	Semester-VI	A	P	P	P	P	P
1808180021	VARUN KUMAR CHAUDHARY	B.A. (H) English	Semester-VI	P	P	P	P	P	P
1808180018	SHAILZA GAUTAM	B.A. (H) English	Semester-VI	P	P	A	P	P	P
1808180016	RUMJHUM CHOUDHARY	B.A. (H) English	Semester-VI	P	P	P	P	P	P
1808180015	ROBIN PAUL	B.A. (H) English	Semester-VI	P	P	P	P	P	P
1808180013	PREETI BHARDWAJ	B.A. (H) English	Semester-VI	P	P	P	P	P	P
1808180012	PRACHI PATHAK	B.A. (H) English	Semester-VI	P	P	P	P	P	P
1808180010	NIKITA GUPTA	B.A. (H) English	Semester-VI	A	A	P	P	P	P
1808180007	JAYA	B.A. (H) English	Semester-VI	P	P	P	A	P	P
1808180005	DIYA AUDREY MARKS	B.A. (H) English	Semester-VI	P	A	A	P	P	P
1808180003	DEVIKA VASISTH	B.A. (H) English	Semester-VI	P	A	A	P	P	P
1810270012	SUJATA YADAV	B.A. (Fashion Des)	Semester-VI	P	A	A	P	P	P
1810270009	PAYAL SAINI	B.A. (Fashion Des)	Semester-VI	P	P	A	A	A	P
1810270008	PAYAL KAUSHIK	B.A. (Fashion Des)	Semester-VI	P	P	P	P	P	P
1810270006	MADHU	B.A. (Fashion Des)	Semester-VI	P	P	A	A	A	A
1810270005	KM PARUL SHRIVASTAVA	B.A. (Fashion Des)	Semester-VI	P	P	P	A	P	P
1810270001	HARSH JANGRA	B.A. (Fashion Des)	Semester-VI	P	P	P	P	P	P
1810270002	HEENA	B.A. (Fashion Des)	Semester-VI	P	A	F	P	P	P
1810270003	IRENE THOMAS	B.A. (Fashion Des)	Semester-VI	P	A	F	P	P	P
1810270004	KAJAL RAJPUT	B.A. (Fashion Des)	Semester-VI	P	P	A	A	A	P

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ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2020-21
COURSE CODE: VAC108
COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	11.01.2021	14.01.2021	15.01.2021	16.01.2021	18.01.2021	21.01.2021	24.01.2021	28.01.2021	30.01.2021
1601010002	ANKIT LOHIA	P	P	P	P	P	P	A	P	P
1809200013	TANMAY KAPOOR	P	P	P	P	P	P	P	P	P
1809200011	SHWETA RANI	P	P	A	P	P	P	P	P	P
1809200002	BHANU PRAKASH	P	P	P	P	P	A	P	A	P
1808100031	AMIT	P	P	P	P	P	P	P	P	P
1808100024	SANJANA SAREEN	P	P	P	P	P	P	P	P	P
1808100021	VARUN KUMAR CHAUDHARY	P	P	A	A	P	P	P	P	P
1808100018	SHAILZA GAUTAM	P	P	P	P	P	P	P	P	P
1808100016	RUMJHUM CHOUDHARY	P	P	P	P	P	P	A	P	P
1808100015	ROBIN PAUL	P	P	P	P	P	P	P	P	P
1808100013	PREETI BHARDWAJ	P	A	P	A	P	P	P	P	P
1808100012	PRACHI PATHAK	P	P	P	P	P	A	P	P	P
1808100010	NIKITA GUPTA	P	P	P	P	P	P	P	P	P
1808100007	JAYA	P	P	A	P	P	P	P	P	P
1808100005	DIYA AUDREY MARKS	P	P	P	P	P	P	P	P	P
1808100003	DEVIKA VASISTH	P	A	P	P	P	P	P	P	P
1810200012	SUJATA YADAV	P	P	P	P	P	P	P	P	P
1810200009	PAYAL SAINI	P	P	P	P	P	P	P	P	P
1810200008	PAYAL KAUSHIK	P	P	P	P	P	P	P	P	P
1810200006	MADHU	P	P	P	P	P	P	P	P	P
1810200005	KM. PARUL SHRIVASTAVA	P	P	P	P	P	P	P	P	P
1810200001	HARSH JANGRA	P	A	P	P	P	A	P	P	P
1810200002	HEENA	P	P	P	P	P	P	P	P	P
1810200003	IRENE THOMAS	P	P	P	P	P	P	P	P	P
1810200004	KAJAL RAJPUT	P	P	P	P	P	A	P	P	P

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K.P. Mangalam University, Sohna
Gurugram Haryana 122103
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ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2020-21

COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	01.02.2021	04.02.2021	05.02.2021	06.02.2021	07.02.2021	08.02.2021	11.02.2021	12.02.2021	14.02.2021
1601010002	ANKIT LOHIA	P	P	P	P	P	A	P	P	P
1809200013	TANMAY KAPOOR	P	P	P	P	P	P	P	P	P
1809200011	SHWETA RANI	P	P	P	P	P	P	P	P	P
1809200002	BHANU PRAKASH	P	P	P	P	P	P	P	P	P
1808130031	AMIT	P	P	P	A	P	P	P	P	P
1808130024	SANJANA SAREEN	P	P	P	P	P	P	A	P	P
1808130021	VARUN KUMAR CHAUDHARY	P	P	P	P	P	P	P	P	P
1808130018	SHAILZA GAUTAM	P	P	P	P	P	P	P	P	P
1808130016	RUMJHUM CHOUDHARY	P	P	P	P	P	P	P	P	P
1808130015	ROBIN PAUL	A	P	P	P	P	P	A	P	P
1808130013	PREETI BHARDWAJ	A	P	P	P	P	P	P	P	P
1808130012	PRACHI PATHAK	P	P	P	A	P	P	P	P	A
1808130010	N KITA GUPTA	P	P	P	P	P	P	P	P	P
1808130007	JAYA	P	P	P	P	P	P	P	P	A
1808130005	DIYA AUDREY MARKS	P	P	P	P	P	P	A	P	P
1808130003	DEVIKA VASISTH	P	P	P	P	P	P	P	P	P
1810230012	SUJATA YADAV	P	P	P	P	P	P	P	P	P
1810230009	PAYAL SAINI	P	P	P	P	P	P	P	P	P
1810230008	PAYAL KAUSHIK	P	P	P	P	P	P	P	P	P
1810230006	MADHU	P	P	P	P	P	P	P	P	P
1810230005	KM. PARUL SHRIVASTAVA	P	P	P	P	A	P	P	P	P
1810230001	HARSH JANGRA	P	P	P	P	P	P	P	P	P
1810230002	HEENA	P	P	P	P	P	P	P	P	P
1810230003	IRENE THOMAS	P	P	P	P	P	P	P	P	P
1810230004	KAJAL RAJPUT	P	P	P	P	P	P	P	A	P

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VAC COURSE FOR ACADEMIC YEAR 2020-21

COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	15.02.2021	19.02.2021	22.02.2021	25.02.2021	01.03.2021	06.03.2021	12.03.2021	16.03.2021	15.03.2021
1601010002	ANKIT LOHIA	P	P	P	P	P	P	P	P	P
1809200013	TANMAY KAPOOR	P	P	P	P	P	P	P	P	P
1809200011	SHWETA RANI	P	P	P	P	P	P	P	P	P
1809200002	BHANU PRAKASH	P	P	P	P	P	P	P	P	P
1808180031	AMIT	P	P	P	P	P	P	P	P	P
1808180024	SANJANA SAREEN	P	P	P	P	P	P	P	P	P
1808180021	VARUN KUMAR CHAUDHARY	P	P	P	P	P	P	P	P	P
1808180018	SHAILZA GAUTAM	P	P	P	P	P	P	P	P	P
1808180016	RUMJHUM CHAUDHARY	P	P	P	P	P	P	P	P	P
1808180015	ROBIN PAUL	P	P	P	P	P	P	P	P	P
1808180013	PREETI BHARDWAJ	P	P	P	P	P	P	P	P	P
1808180012	PRACHI PATHAK	P	P	P	P	P	P	P	P	P
1808180010	NIKITA GUPTA	P	P	P	P	P	P	P	P	P
1808180007	JAYA	P	P	P	P	P	P	P	P	P
1808180005	DIYA AUDREY MARKS	P	P	P	P	P	P	P	P	P
1808180003	DEVIKA VASISTH	P	P	P	P	P	P	P	P	P
1810220012	SUJATA YADAV	P	P	P	P	P	P	P	P	P
1810220009	PAYAL SAINI	P	P	P	P	P	P	P	P	P
1810220008	PAYAL KAUSHIK	P	P	P	P	P	P	P	P	P
1810220006	MADHU	P	P	P	P	P	P	P	P	P
1810220005	KM.PARUL SHRIVASTAVA	P	P	P	P	P	P	P	P	P
1810220001	HARSH JANGRA	P	P	P	P	P	P	P	P	P
1810220002	HEENA	P	P	P	P	P	P	P	P	P
1810220003	IRENE THOMAS	P	P	P	P	P	P	P	P	P
1810220004	KAJAL RAJPUT	P	P	P	P	P	P	P	P	P

[Signature]

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ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2020-21
COURSE CODE: VAC108
COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	18.03.2021	19.03.2021	TOTAL	Present	Percentage
1601010002	ANKIT LOHIA	P	P	35	33	94.29
1809200013	TANMAY KAPOOR	P	A	35	32	91.43
1809200011	SHWETA RANI	P	P	35	33	94.29
1809200002	BHANU PRAKASH	P	P	35	31	88.57
1808180031	AMIT	P	P	35	33	94.29
1808180024	SANJANA SAREEN	P	A	35	30	85.71
1808180021	VARUN KUMAR CHAUDHARY	P	P	35	29	82.86
1808180018	SHAILZA GAUTAM	P	P	35	33	94.29
1808180016	RUMJHUM CHOUDHARY	P	P	35	32	91.43
1808180015	ROBIN PAUL	A	A	35	29	82.86
1308180013	PREETI BHARDWAJ	P	P	35	31	88.57
1808180012	PRACHI PATHAK	A	P	35	28	80.00
1808180010	NIKITA GUPTA	P	P	35	33	94.29
1808180007	JAYA	P	P	35	30	85.71
1808180005	DIYA AUDREY MARKS	A	P	35	29	82.86
1808180003	DEVIKA VASISTH	A	P	35	29	82.86
1810220012	SUJATA YADAV	P	P	35	33	94.29
1810220009	PAYAL SAINI	P	A	35	29	82.86
1810220008	PAYAL KAUSHIK	A	P	35	27	77.14
1810220006	MADHU	P	P	35	29	82.86
1810220005	KM. PARUL SHRIVASTAVA	A	P	35	30	85.71
1810220001	HARSH JANGRA	P	P	35	31	88.57
1810220002	HEENA	A	P	35	32	91.43
1810220003	IRENE THOMAS	A	P	35	32	91.43
1810220004	KAJAL RAJPUT	P	P	35	30	85.71

[Signature]
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 School of Fashion Design (GOD-1)

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 School Road, Gurugram, (Haryana)

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School of Fashion Design (GOD-1)
K.P. Mangalam University
 School Road, Gurugram, Haryana 122103
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VALUE ADDED COURSE (VAC)
ACADEMIC YEAR 2020-21
COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT
COURSE OFFERED BY: SCHOOL OF FASHION DESIGN (SOFD)
LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE	COURSE TITLE	SCHOOL
1	2020-21	1601010002	ANKIT LOHIA	B.Tech CSE	Semester-VIII	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
2	2020-21	1810220012	SUJATA YADAV	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF FASHION DESIGN (SOFD)
3	2020-21	1810220009	PAYAL SAINI	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF FASHION DESIGN (SOFD)
4	2020-21	1810220008	PAYAL KAUSHIK	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF FASHION DESIGN (SOFD)
5	2020-21	1810220006	MADHU	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF FASHION DESIGN (SOFD)
6	2020-21	1810220005	KM.PARUL SHRIVASTAVA	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF FASHION DESIGN (SOFD)
7	2020-21	1810220001	HARSH JANGRA	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF FASHION DESIGN (SOFD)
8	2020-21	1810220002	HEENA	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF FASHION DESIGN (SOFD)
9	2020-21	1810220003	IRENE THOMAS	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF FASHION DESIGN (SOFD)
10	2020-21	1810220004	KAJAL RAIPUT	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	SCHOOL OF FASHION DESIGN (SOFD)

[Signature]

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K.R. Mangalam University (Faridkot)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **HARSH JANGRA**, University Enrolment No **1810220001** of **B.A.**
(Fashion Design) programme has successfully qualified **VALUE ADDED COURSE**
VAC108 (BOUTIQUE MANAGEMENT) during Academic Session **2020-21 (Even**
Semester) .

Date: 23.08.2021

h. rajan

Controller of Examination

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



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CERTIFICATE OF COMPLETION

This is to certify that **HEENA**, University Enrolment No **1810220002** of **B.A. (Fashion Design)** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2020-21 (Even Semester)** .

Date: 23.08.2021

hahajan

Controller of Examination

J.P.

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K.P. Mangalam University
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CERTIFICATE OF COMPLETION

This is to certify that **IRENE THOMAS**, University Enrolment No **1810220003** of **B.A.**
(Fashion Design) programme has successfully qualified **VALUE ADDED COURSE**
VAC108 (BOUTIQUE MANAGEMENT) during Academic Session **2020-21 (Even**
Semester) .

Date: 23.08.2021

hnanajan

Controller of Examination

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CERTIFICATE OF COMPLETION

This is to certify that **KAJAL RAJPUT**, University Enrolment No **1810220004** of **B.A. (Fashion Design)** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

K. Rajan

Controller of Examination

Prof.

Registrar

K.R. Mangalam University

Sohna Road, Gurgaon (Haryana)



K. R. MANGALAM UNIVERSITY

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CERTIFICATE OF COMPLETION

This is to certify that **KM.PARUL SHRIVASTAVA**, University Enrolment No **1810220005** of **B.A. (Fashion Design)** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

hahajan

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CERTIFICATE OF COMPLETION

This is to certify that **MADHU**, University Enrolment No **1810220006** of **B.A. (Fashion Design)** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2020-21 (Even Semester)** .

Date: 23.08.2021

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Controller of Examination

J.P.P.

Registrar
K. R. Mangalam University
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