

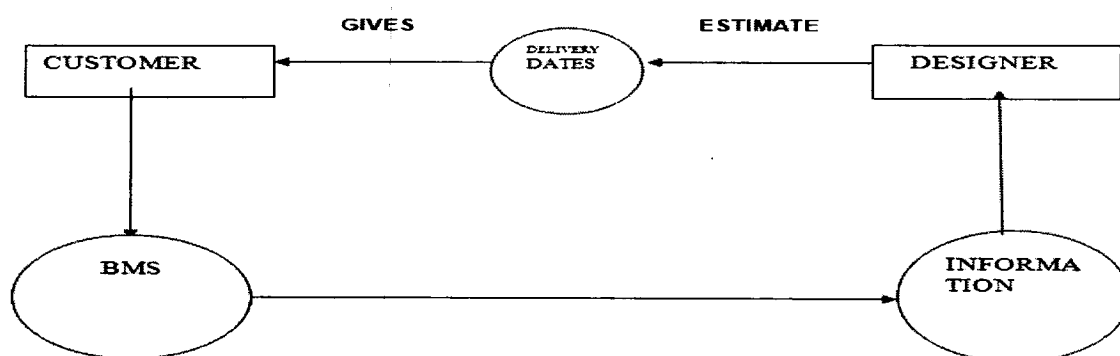
VAC108	BOUTIQUE MANAGEMENT
Contact Hours	30 Hours
Prerequisite	Nil

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 and Course Outcomes: This course aims to prepare the student in setting up a boutique through the understanding of market, design & development and operational merchandising, start up financing and legal requirements.



[Signature]
 Registrar
 C.R. Mangalam University
 B-10, Road, Gurugram (Haryana)

It will enable the students to do fashion forecasting for markets, design process like picking a theme, creating a boutique design for the storefront, setting the right atmosphere, the right spacing, consider the checkout & product development and retail management & visual management of the merchandise with this understanding, the business financing and the legal aspect pertaining to setting up a boutique to would be shared.

It will enable the students to demonstrate ability to research, analyze, appraise and synthesize appropriate contextual information related to one's design collection. Be able to identify and communicate clear aims and objectives related to the client and user requirements for the proposed design collection.

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

Bell, J., & Ternus, K. (2018). *Fashion Marketing: Theory, Principles & Practice*. Fairchild Books.

Clow, K. E., & Baack, D. (2020). *Integrated Advertising, Promotion, and Marketing Communications*. Pearson.

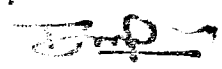
Reference Books

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.

Ries, A., & Trout, J. (2001). *Positioning: The Battle for Your Mind*. McGraw-Hill Education.

Vanderbeck, E. J. (2019). *Small Business Management: Entrepreneurship and Beyond*. Cengage Learning.

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


Registrar
K. J. Somaiya Institute of Management Studies & Research
V. K. Rajwade, Gurugram (Haryana)



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/2021-22/2463CE Dated: 10th December, 2021

NOTICE

This is to put for information that School of Architecture 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	SOAD	30 Hrs.
VAC111	Fashion Event Management	SOAD	30 Hrs.

Maximum 100 seats are available for the course.

Course Start Date: 02 January 2022

Course End Date: 19 March 2022

All interested students are required to confirm their registration with the Dean-School of Architecture Design latest by **24th December, 2021.**

Maheja

Registrar

Registrar K.R. Mangalam University

Copy to: School of Architecture Design (Haryana)

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

For kind information

[Signature]

Registrar

K.R. Mangalam University

Sahana Road, Gurugram (Haryana)



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	PROGRAMME	SEMESTER	2-Jan-22	3-Jan-22	4-Jan-22	7-Jan-22
1910220004	SENJUTI MUKHERJEE	B.A. (Fashion Design)	Semester-VI	P	P	A	A
2111260003	AKANSHA DAHIYA	B.El.Ed.	Semester-II	A	P	P	P
2111260002	DEEPSHIKHA	B.El.Ed.	Semester-II	A	P	A	A
2111260003	AKANSHA DAHIYA	BACHELOR OF ELEMENTARY EDUCATION	Semester-II	P	P	P	P
2111260002	DEEPSHIKHA	BACHELOR OF ELEMENTARY EDUCATION	Semester-II	P	P	P	P
1910220001	KASHISH GULATI	BACHELOR OF ARTS - FASHION DESIGN	VI	P	P	P	P
1811260009	LAKSHI	BACHELOR OF ELEMENTARY EDUCATION	VIII	P	P	P	P
1910220005	NASIR KHAN	BACHELOR OF ARTS - FASHION DESIGN	VI	P	P	P	P
1910220002	PUJA RAJ	BACHELOR OF ARTS - FASHION DESIGN	VI	P	P	P	P
1910220007	SADIYA HUSSAIN	BACHELOR OF ARTS - FASHION DESIGN	VI	P	P	P	P
1910220004	SENJUTI MUKHERJEE	BACHELOR OF ARTS - FASHION DESIGN	VI	P	P	P	P
1910220006	SONIA	BACHELOR OF ARTS - FASHION DESIGN	VI	P	P	P	P

Rashmi

COURSE INCHARGE

Prof.

Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

Dr. A.B. Kumar
Dean
K.R. Mangalam University
Sohna Road, Gurugram
Haryana 120102



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	9-Jan-22	10-Jan-22	11-Jan-22	14-Jan-22	15-Jan-22	16-Jan-22	18-Jan-22	21-Jan-22
1910220004	SENJUTI MUKHERJEE	A	P	P	P	A	P	P	P
2111260003	AKANSHA DAHIYA	A	P	P	P	A	P	P	P
2111260002	DEEPSHIKHA	P	P	P	P	P	P	P	A
2111260003	AKANSHA DAHIYA	P	P	P	P	P	P	P	P
2111260002	DEEPSHIKHA	P	P	P	P	P	P	P	P
1910220001	KASHISH GULATI	P	P	P	P	P	P	P	P
1811260009	LAKSHI	P	P	P	P	P	P	P	P
1910220005	NASIR KHAN	P	P	P	P	P	P	P	P
1910220002	PUJA RAJ	P	P	P	P	P	P	P	P
1910220007	SADIYA HUSSAIN	P	P	P	P	P	P	P	P
1910220004	SENJUTI MUKHERJEE	P	P	P	P	P	P	P	P
1910220006	SONIA	P	P	P	P	P	P	P	P

Rashika
COURSE INCHARGE

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

Prof. Hemen
K.R. Mangalam University
Sohna road, Gurugram
Haryana-122406



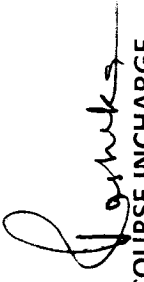
ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

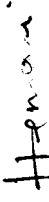
COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	24-Jan-22	28-Jan-22	30-Jan-22	1-Feb-22	4-Feb-22	5-Feb-22	6-Feb-22	7-Feb-22
1910220004	SENJUTI MUKHERJEE	P	P	P	P	P	P	P	P
2111260003	AKANSHA DAHIYA	P	A	P	P	P	A	P	P
2111260002	DEEPSHIKHA	P	P	P	P	P	P	P	P
2111260003	AKANSHA DAHIYA	A	P	P	P	P	P	P	P
2111260002	DEEPSHIKHA	P	P	P	P	P	P	P	P
1910220001	KASHISH GULATI	P	P	P	P	P	P	P	P
1811260009	LAKSHI	P	P	P	P	P	P	P	P
1910220005	NASIR KHAN	P	P	P	P	P	P	P	P
1910220002	PUJA RAJ	P	P	P	P	P	P	P	P
1910220007	SADIYA HUSSAIN	P	P	P	P	P	P	P	P
1910220004	SENJUTI MUKHERJEE	P	P	P	P	P	P	P	P
1910220006	SONIA	P	P	P	P	P	P	P	P


COURSE INCHARGE


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


DEAN
School of Architecture & Design (SAD)
K.R. Mangalam University
Sohna road, Gurugram
Haryana 122102



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	8-Feb-22	11-Feb-22	12-Feb-22	14-Feb-22	15-Feb-22	19-Feb-22	22-Feb-22	25-Feb-22
1910220004	SENJUTI MUKHERJEE	A	P	P	P	P	P	P	P
2111260003	AKANSHA DAHIYA	P	A	P	P	P	P	A	P
2111260002	DEEPSHIKHA	A	A	P	P	A	P	P	P
2111260003	AKANSHA DAHIYA	P	P	P	P	P	P	P	P
2111260002	DEEPSHIKHA	P	P	P	P	P	P	P	P
1910220001	KASHISH GULATI	P	P	P	P	P	P	P	P
1811260009	LAKSHI	P	P	P	P	A	P	A	P
1910220005	NASIR KHAN	P	P	P	A	P	P	P	A
1910220002	PUJA RAJ	P	P	P	P	P	P	P	P
1910220007	SADIYA HUSSAIN	P	P	P	P	P	P	A	P
1910220004	SENJUTI MUKHERJEE	P	P	P	A	P	P	P	P
1910220006	SONIA	P	P	P	P	A	P	P	P

Saxena
COURSE INCHARGE

[Signature]

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Haryana 122103



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VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	1-Mar-22	6-Mar-22	12-Mar-22	14-Mar-22	15-Mar-22	18-Mar-22	19-Mar-22	TOTAL
1910220004	SENJUTI MUKHERJEE	P	P	A	P	P	P	P	35
2111260003	AKANSHA DAHIYA	P	P	P	P	P	P	P	35
2111260002	DEEPSHIKHA	P	P	A	P	P	P	P	35
2111260003	AKANSHA DAHIYA	P	P	P	P	P	P	P	35
2111260002	DEEPSHIKHA	P	P	P	P	A	P	P	35
1910220001	KASHISH GULATI	P	P	P	P	A	P	P	35
1811260009	LAKSHI	P	P	P	P	A	P	P	35
1910220005	NASIR KHAN	P	P	P	P	P	P	P	35
1910220002	PUJA RAJ	P	P	P	P	A	P	P	35
1910220007	SADIYA HUSSAIN	A	P	P	P	P	P	P	35
1910220004	SENJUTI MUKHERJEE	P	P	P	P	A	P	P	35
1910220006	SONIA	P	P	P	P	A	P	P	35


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

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School of Architecture & Design (SAD)
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Sahna Road, Gurugram
Haryana 122103



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT

ROLL NO	NAME	Present	Percentage
1910220004	SENIJUTI MUKHERJEE	29	82.86
2111260003	AKANSHA DAHIYA	28	80.00
2111260002	DEEPSHIKHA	27	77.14
2111260003	AKANSHA DAHIYA	34	97.14
2111260002	DEEPSHIKHA	34	97.14
1910270001	KASHISH GULATI	34	97.14
1811260009	LAKSHI	32	91.43
1910220005	NASIR KHAN	33	94.29
1910220002	PUJA RAJ	34	97.14
1910220007	SADIYA HUSSAIN	33	94.29
1910220004	SENIJUTI MUKHERJEE	33	94.29
1910220006	SONIA	33	94.29



COURSE INCHARGE



Registrar

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



Heman
Coordinator, Entrepreneurship & Design/Centre for
K.R. Mangalam University
11000 Gurugram,
Haryana 120000



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VALUE ADDED COURSE (VAC)

ACADEMIC YEAR 2021-22

COURSE CODE: VAC108

COURSE TITLE: BOUTIQUE MANAGEMENT

COURSE OFFERED BY: SCHOOL OF ARCHITECTURE AND DESIGN (SOAD)

LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE CODE	COURSE TITLE	SCHOOL
1	2021-22	1910220004	SENIJUTI MUKHERJEE	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	School of Architecture & Design (SOAD)
2	2021-23	2111260003	AKANSHA DAHIYA	B.El.Ed.	Semester-II	VAC108	BOUTIQUE MANAGEMENT	School of Education (SOED)
3	2021-24	2111260002	DEEPSHIKHA	B.El.Ed.	Semester-II	VAC108	BOUTIQUE MANAGEMENT	School of Education (SOED)
4	2021-25	2111260003	AKANSHA DAHIYA	B.El.Ed.	Semester-II	VAC108	BOUTIQUE MANAGEMENT	School of Education (SOED)
5	2021-26	2111260002	DEEPSHIKHA	B.El.Ed.	Semester-II	VAC108	BOUTIQUE MANAGEMENT	School of Education (SOED)
6	2021-27	1910220001	KASHISH GULATI	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	School of Architecture & Design (SOAD)
7	2021-28	1811260009	LAKSHI	B.El.Ed.	Semester-VIII	VAC108	BOUTIQUE MANAGEMENT	School of Education (SOED)
8	2021-29	1910220005	NASIR KHAN	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	School of Architecture & Design (SOAD)
9	2021-30	1910220002	PUJA RAJ	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	School of Architecture & Design (SOAD)
10	2021-31	1910220007	SADIYA HUSSAIN	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	School of Architecture & Design (SOAD)
11	2021-32	1910220004	SENIJUTI MUKHERJEE	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	School of Architecture & Design (SOAD)
12	2021-33	1910220006	SONIA	B.A. (Fashion Design)	Semester-VI	VAC108	BOUTIQUE MANAGEMENT	School of Architecture & Design (SOAD)

[Signature]

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K.R. Mangalam University
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CERTIFICATE OF COMPLETION

This is to certify that **SENJUTI MUKHERJEE**, University Enrolment No **1910220004** of **B.A. (Fashion Design)** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

Date: 01.09.2022

hahajan

Controller of Examination

Jef

Registrar

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



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This is to certify that **AKANSHA DAHIYA**, University Enrolment No **2111260003** of **B.El.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

Date: 01.09.2022

brahajan

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Jul

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This is to certify that **DEEPSHIKHA**, University Enrolment No **2111260002** of **B.El.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

Date: 01.09.2022

brahajan

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This is to certify that **AKANSHA DAHIYA**, University Enrolment No **2111260003** of **BACHELOR OF ELEMENTARY EDUCATION** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

hrajani

Date: 01.09.2022

Controller of Examination

Prof.

Registrar

K.R. Mangalam University
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CERTIFICATE OF COMPLETION

This is to certify that **DEEPSHIKHA .**, University Enrolment No **2111260002** of **BACHELOR OF ELEMENTARY EDUCATION** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

Date: 01.09.2022

hrahajan

Controller of Examination

Registrar

K P Mangalam University
Sonia Road, Gurugram, (Haryana)



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CERTIFICATE OF COMPLETION

This is to certify that **KASHISH GULATI**, University Enrolment No **1910220001** of **BACHELOR OF ARTS - FASHION DESIGN** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

Date: 01.09.2022

brahajan

Controller of Examination

Jrf

Registrar

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



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CERTIFICATE OF COMPLETION

This is to certify that **LAKSHI**, University Enrolment No **1811260009** of **BACHELOR OF ELEMENTARY EDUCATION** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22** (Even Semester).

Date: 01.09.2022

hrajani

Controller of Examination

Registrar

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



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CERTIFICATE OF COMPLETION

This is to certify that **NASIR KHAN**, University Enrolment No **1910220005** of **BACHELOR OF ARTS - FASHION DESIGN** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

Date: 01.09.2022

Nashajan

Controller of Examinations *[Signature]*

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



K. R. MANGALAM UNIVERSITY

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CERTIFICATE OF COMPLETION

This is to certify that **PUJA RAJ**, University Enrolment No **1910220002** of **BACHELOR OF ARTS - FASHION DESIGN** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22** (Even Semester).

h. mahajan

Date: 01.09.2022

Controller of Examination

[Signature]

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 **SADIYA HUSSAIN**, University Enrolment No **1910220007** of **BACHELOR OF ARTS - FASHION DESIGN** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

h. rahajan

Date: 01.09.2022

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Registrar

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



K. R. MANGALAM UNIVERSITY

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CERTIFICATE OF COMPLETION

This is to certify that **SENJUTI MUKHERJEE**, University Enrolment No **1910220004** of **BACHELOR OF ARTS - FASHION DESIGN** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

h. mahajan

Date: 01.09.2022

Controller of Examination

J. P.

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Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **SONIA**, University Enrolment No **1910220006** of **BACHELOR OF ARTS - FASHION DESIGN** programme has successfully qualified **VALUE ADDED COURSE VAC108 (BOUTIQUE MANAGEMENT)** during Academic Session **2021-22** (Even Semester).

brahajan

Date: 01.09.2022

Controller of Examination

Jmf

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