

**KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
NANJANAPURAM, ERODE-638107**



KASC ACADEMY OF EXCELLENCE

Academic Year 2020-2021

VALUE ADDED COURSE ON

**BOUTIQUE
MANAGEMENT**



COURSE DURATION

Theory-40 Hours

FOR WHOM

All the UG Students

Organized By

DEPARTMENT OF COSTUME DESIGN AND

FASHION

COURSE CONTENT

- *Nature and scope of Business*
- *Location for starting up of boutique*
- *Merchandising*
- *Marketing*
- *Essential technology to run a successful Boutique*

COURSE OUTCOMES

Students will be able to

- On Completion of this course the students will be able to
- Define and classify the types of business
- Choose the right place and sources for investment
- Understand the manpower planning for the organization
- Make use of marketing tools and techniques
- Analyze the pricing strategies to promote the product

CO-ORDINATOR

Ms.A.Deepika Priya

Assistant Professor

**DEPARTMENT OF
COSTUME DESIGN & FASHION**



**Dr. N. RAMAN
PRINCIPAL.**

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