



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF COSTUME DESIGN AND FASHION

VALUE ADDED COURSE (2021-2022) – SYLLABUS

20VCDBM – BOUTIQUE MANAGEMENT

Course Objective:

- To analyze the retail strategy concepts to solve problems
- To promote the management and marketing skills
- To impart knowledge on showroom management and product management

UNIT I		8 Hours
Nature and scope of Business–Meaning, Definition, Objectives and Characteristics of Business– Scope of Business–Business System –Creating Business Plan–Selection of Business structure– Selection of Boutique Name–Types of Boutique		
UNIT II		8 Hours
Location for starting up of boutique– Factors influencing location– Size of boutique, Sources of Finance–Long term –Short term –Relative Merits and Demerit		
UNIT III		8 Hours
Merchandising –Retail Merchandising-Visual Merchandising - Types of display – exterior display, interior display, Tools for visual merchandising- Signage, Props, Mannequins, Fixtures and Lightings		
UNIT IV		8 Hours
Marketing – Importance of marketing, Price Mix-Importance-Pricing objectives -Pricing strategies – Personal selling and Sales Promotion- advertisement, fashion show, trunk show and sample sales -E- marketing –Tele marketing – Kiosk Marketing		
UNIT V		8 Hours
Essential technology to run a successful Boutique-Theft Prevention method, Inventory management, Human Resource Management - Manpower planning – Performance management–Employee relations		

COURSE OUTCOME

- 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



Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.