



# **CCEK – NSQF ALIGNED PROGRAM**

## **COURSE SYLLABUS**

**FOR**

**Boutique Manager**

## CCEK - NATIONAL SKILL DEVELOPMENT TRAINING PROGRAM

### Boutique Manager

CCEK – NSDC course package covers the following Qualification Packs and leads to the following NSDC certifications. The students who successfully completed the course programs are entitled to get NSDC certification after undergoing the assessment process of NSDC as per the rules and regulations stipulated by NSDC from time to time.

SL. NO.	QUALIFICATIONS PACK	QUALIFICATIONS PACK CODE	NSQF LEVEL
1	<p><b><u>Boutique Manager</u></b></p> <p><b>Brief Job Description:</b></p> <p>The Boutique Manager is responsible for overseeing the daily operations of a retail boutique, ensuring exceptional customer service, driving sales performance, managing inventory, and supervising staff. This role involves setting sales goals, maintaining visual merchandising standards, training and motivating the team, and ensuring the boutique operates efficiently and profitably while upholding the brand’s image.</p>	AMH/Q1910	7

**COURSE DETAILS**

**Boutique Manager**

**EXAMINATION DETAILS**

COURSE NAME	COURSE CODE	ELIGIBILITY	DURATION
Boutique Manager	G59	3 Year Diploma/ Degree	420

SL. NO.	EXAM	EXAM CODE	MAXIMUM MARK	INTERNAL	TOTAL MARK
<b>THEORY PAPERS</b>					
1	Marketing and Brand Management for Boutiques	T001	100	50	150
<b>PRACTICAL PAPERS</b>					
1	Customer Interaction and Complaint Handling Roleplay	L001	100	50	150
<b>TOTAL MARKS</b>					
1	Total Examination Marks (Theory Online + Practical Examination)				200
2	Total Internal Marks				100
3	<b>Total Marks (Total Internal Marks + Total Examination Marks )</b>				<b>300</b>

**Boutique Manager**

**INTERNAL MARK CRITERIA FOR EACH**

<b>SL NO.</b>	<b>MODULE</b>	<b>MODULE CODE</b>	<b>MAXIMUM MARK</b>	<b>INTERNAL MARK</b>	<b>TOTAL MARK</b>
1	Marketing and Brand Management for Boutiques	T001	100	50	150
2	Customer Interaction and Complaint Handling Roleplay	L001	100	50	150
	<b>TOTAL</b>		200	100	300

<b>ATTENDANCE</b>	<b>GENERAL PERFORMANCE</b>	<b>INTERNAL EXAMINATIONS/ PROJECTS/ ASSIGNMENTS</b>	<b>TOTAL MARKS</b>
5	5	40	50

# **COURSE SYLLABUS**

**FOR**

**Boutique Manager**

<b>COURSE</b>	Boutique Manager	
<b>TOTAL MARKS</b>	Mark: 300	Internal Mark: 100
<b>TOTAL HOURS</b>	420 Hrs	

**DEFENITION OF CREDIT**

1 Credit	15Hrs Theory/ 30Hrs Practical
Skill Components	60 – 70 % of Total Credit

**MODULES INCLUDED IN THIS SUBJECT**

<b>SL NO</b>	<b>MODULE NAME</b>	<b>CREDIT BREAKUP</b>
1	Module 1: Introduction And Orientation	.5
2	Module 2: Conduct Market Research	2
3	Module 3: Create Design As Per Latest Trends According To Customer Needs	2
4	Module 4: Construct The Garment	2
5	Module 5: Prepare The Documents	1
6	Module 6: Allocate And Check Work Assigned To Subordinates	2
7	Module 7: Monitor Boutique Performance While Planning The Display	1
8	Module 8: Build And Monitor Team Performance	1
9	Module 9: Maintain Health, Safety And Security In The Boutique	.5
10	Module 10: Comply With Industry, Regulatory And Organizational Requirements	1

11	Module 11: Soft Skills	1
	Total	14

### **Training Outcomes**

- Create design as per latest trends and establish customer needs
- Allocate and check works assigned to subordinates and manage and monitor boutique performance
- Build and monitor team performance
- Maintain health, safety and security in the boutique
- Comply with industry, regulatory and organizational requirements

## **MODULES**

### **Module 1: Introduction And Orientation**

#### **THEORY & PRACTICAL**

- Identify the trends in the apparel industry.
- Identify the job responsibilities of a boutique manager.

### **Module 2: Conduct Market Research**

#### **THEORY & PRACTICAL**

- Plan market research using various tools of research such as forecast magazines, fashion shows, market analysis etc.
- Conduct market research for trends and forecast from various sources such as forecasting sites and catalogues, etc. for garment design.
- Conduct market research for new materials in the market and their sources of procurement.
- Identify various design elements.
- Construct a design using the various elements of design.
- Describe the various types of fiber, their properties, and textiles processes to prepare the fabric for construction.
- Follow compliance requirements related to usage of various types of dyes such as azofree dyes and garment construction process.
- Identify swatches of the fabrics (print, embroidery, dyed etc.), trims and accessories that are required for design development.
- Identify the various key elements covered in a techpack such as specs of the garment, type of fabric, color of fabric, type of trims and accessories, etc. including processes used and materials employed as per the customer's requirement, manufacturing process.

### **Module 3: Create Design As Per Latest Trends According To Customer Needs**

#### **THEORY & PRACTICAL**

- Identify the types of the garments and the components.
- Identify the types of equipment used for pattern making and cutting.
- Prepare the techpack.
- Create the design using the details in the techpack.
- Demonstrate the measurement on the mannequin or live model.

- Identify the types of the pattern.
- Develop the pattern as per the details given in the tech-pack.
- Mark the notches and the components on the pattern.
- Select the correct fabric as per the requirement.
- Lay the pattern on the fabric.
- Cut the garment as per the pattern

## **Module 4: Construct The Garment**

### **THEORY & PRACTICAL**

- Identify the types of sewing machines and their parts.
- Demonstrate the feed mechanism on the sewing machines.
- Construct the cut components and assemble them using sewing machines and hand sewing wherever applicable to form a photo sample.
- Embroider, print or dye the garment as per the requirement in the design.

## **Module 5: Prepare The Documents**

### **THEORY & PRACTICAL**

- Identify the components of the cost sheet.
- Prepare the cost sheet of the style in the given format.
- Explain the different documents required for documenting the customer's order.
- Book the order as per the customer's demand in the desired format in customer's requirement book or using data management system.
- Record the order of the customer in the record book or in the computer using data management software.

## **Module 6: Allocate And Check Work Assigned To Subordinates**

### **THEORY & PRACTICAL**

- Identify the business goals that are SMART( Specific, Measurable , Achievable , Realistic and Time Based).
- Identify the time required to complete the task using work study tools and techniques.
- Identify the skills, knowledge and experience of the team members.
- Allocate equitable work to the team based on their skills, knowledge and experience.
- Explain the steps of monitoring the work performed by the team, periodically using suitable management tools.
- Plan the inventory management.

## **Module 7: Monitor Boutique Performance While Planning The Display**

### **THEORY & PRACTICAL**

- Plan the display of boutique using the concepts of visual merchandising.
- Select the suitable accessories to go with the garment like purse, jewellery etc.
- Display the articles with coordinates like purse , jewellery wherever required.
- Maintain the customer feedback register.
- Prepare the stock register.
- Maintain the stock register.

## **Module 8: Build And Monitor Team Performance**

### **THEORY & PRACTICAL**

- Articulate clearly to the team the purpose, goals and scope of activities related to the boutique business.
- Identify diversity of expertise, knowledge, skills and attitude required to achieve team objectives (like customer satisfaction, quality consciousness, negotiation, etc.) in a group.
- Perform good interpersonal communication skills.
- Demonstrate review of team performance at appropriate intervals and evaluate for how it is progressing.
- Prepare the employees register.
- Prepare the appraisal records

## **Module 9: Maintain Health, Safety And Security In The Boutique**

### **THEORY & PRACTICAL**

- Identify about different hazards at boutique like fire, theft, etc. • Demonstrate safe handling of tools and equipment's for personal safety and security in the boutique. • Monitor the workplace and work processes for potential risks and threats from workers and customers. • Perform emergency procedures such as first-aid and Cardio Pulmonary Resuscitation (CPR). • Demonstrate correct and safe handling of fire extinguishers. • Apply emergency response processes.

## **Module 7: Monitor Boutique Performance While Planning The Display**

### **THEORY & PRACTICAL**

- Plan the display of boutique using the concepts of visual merchandising.

- Select the suitable accessories to go with the garment like purse, jewellery etc.
- Display the articles with coordinates like purse , jewellery wherever required.
- Maintain the customer feedback register.
- Prepare the stock register.
- Maintain the stock register.