

# **Faculty of Vocational Studies**

**SYLLABUS**

**Of**

**Certificate Course in Boutique Management and Startup**

**Session: 2022-23**



**The Heritage Institution  
KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous)**

# **KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**

## **SCHEME AND CURRICULUM OF EXAMINATION OF CERTIFICATE PROGRAMME**

### **Programme: Certificate Course in Boutique Management and Startup**

**(Session 2022-2023)**

Course Code	Course Title	Course Type	Marks			Examination Time in Hours
			Total	L	P	
<b>CBSP-1231</b>	<b>Boutique Management and Startup</b>	C	50	-	50	4
<b>TOTAL</b>			50			

**Duration:** 30 contact hours

**Eligibility:** 10+2 in any stream

## **Certificate Course in Boutique Management and Startup**

**Session-2022-23**

### **Programme Specific Outcomes**

**PSO - 1:** This programme will provide the knowledge about tools and equipments used in garment construction.

**PSO - 2:**By the end of this certificate program students will learn about Sewing machines, its care and maintenance and basics of anthropometry.

**PSO - 3:** This programme will provide the knowledge about basic hand and machine stitches, sea, finishes, different collars, sleeves, plackets tucks etc.

**PSO - 4:**Students will learn about drafting, paper patterns, layout and garment construction of different ladies garments.

**PSO - 5:** Students will learn about Visual Merchandising and digital Marketing.

**PSO - 6:** In this programme students will learn about basic accounts and maintenance of ledger books.

# **Certificate Course in Boutique Management and Startup**

**Session-2022-23**

**Course Title: Boutique Management and Startup**

**Course Code: CBSP-1231**

**Duration: 30 contact hours**

**Maximum Marks: 50**

## **Course Contents**

- Boutique management is a brief course that covers the basics of fashion design. It adds a new layer to the learning process by teaching how to run a small business.
  - Knowledge about fabrics, trims and accessories and their trade names like chiffon, georgette, poplin, etc. (Fabrics), hook and bar, zippers, etc. (Trims), laces, brooch, buttons, etc. (Accessories).
  - Knowledge about garment costing.
  - Market trend assessment and Analysis and determining key elements of design features.
  - Students are required to complete a course programme that includes fabric, embellishment, and garment construction studies, as well as design implementation and marketing. This six-month course prepares students who want to create their own boutique from scratch. You can also work as a shop manager, a visual merchandiser, or run high fashion exhibitions.
1. “Tools and Equipments” used in garment construction.
  2. Sewing machines and its care and maintenance, repair of defects caused by faulty functioning of parts of machine.
  3. Basics of Anthropometry.
  4. Basic hand and machine stitches, seam finishes, darts, tucks, pleats, gathers, plackets, neck designs, sleeves, collars, binding, fasteners.
  5. Dratings- Lady’s shirt, Salwar, Churridaar pyjama, Pants, Palazzo, Blouse, Petticot, One piece dress, Lady’s top.
  6. Paper pattern, layout and estimation, costing (Estimation of fabric, cutting and marking on fabric)
  7. Garment Construction – Lady’s shirt, Salwar, Palazzo, Blouse.
  8. Visual Merchandising.
  9. Digital Marketing
  10. Basic Accounts and maintenance of ledger books

## **Certificate Course in Boutique Management and Startup**

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### **Suggested Reading:**

- Sewing Machine - Different type of sewing machines, maintenance of sewing machines, common problems and their remedies, tools and equipments
- Sewing techniques(Basic hand stitches) – Basting, running, tacking, hand overcast, hemming stitches(plain and blind), slip stitches, tailor, tack
- Seam and seam finishes – Definition, types of seams, finish and their applications
- Mullick, Prem Lata, “Garment Construction Skills”, Kalyani Publishers, New Delhi 2. “Complete Guide to Sewing”, Reader Digest
- Rosemary Varley, Retail Product Management : Buying and Merchandising, 2005, Routledge.
- S.P. Jain, K.L. Narang, Simmi Agarwal, Monika Sehgal, “Financial Accounting”, Kalyani Publishers