

# Model Curriculum

## Boutique Manager

**SECTOR:** Apparel, Made-Ups and Home Furnishing  
**SUB-SECTOR:** Apparel  
**OCCUPATION:** Boutique Operations  
**REF ID:** AMH/Q1910,V1.0  
**NSQF LEVEL:** 7



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**APPAREL MADE-UPS AND HOME FURNISHING SECTOR SKILL COUNCIL**

for the

### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: **'Boutique Manager' QP No. 'AMH/Q1910 NSQF Level 7'**

Date of Issuance: **Feb 11, 2019**

Valid up to: **Feb 11, 2023**

\* Valid up to the next review date of the Qualification Pack

  
Authorized Signatory  
(Apparel Made- UPS Home Furnishing Sector Skill Council)

## TABLE OF CONTENTS

1. <a href="#">Curriculum</a>	02
2. <a href="#">Trainer Prerequisites</a>	12
3. <a href="#">Annexure: Assessment Criteria</a>	13

# Boutique Manager

## CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Boutique Manager”, in the “Apparel, Made-Ups and Home Furnishing” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Boutique Manager		
Qualification Pack Name & Reference ID.	AMH/Q1910, V1.0		
Version No.	1.0	Version Update Date	11/02/2019
Pre-requisites to Training	Preferably Diploma in Fashion Design/Merchandising/Textile		
Training Outcomes	<p><b>After completing this program, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• Create design as per latest trends and establish customer needs</li> <li>• Allocate and check works assigned to subordinates and manage and monitor boutique performance</li> <li>• Build and monitor team performance</li> <li>• Maintain health, safety and security in the boutique</li> <li>• Comply with industry, regulatory and organizational requirements</li> </ul>		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Boutique Manager” Qualification Pack issued by “APPAREL, MADE-UPS AND HOME FURNISHING SECTOR SKILL COUNCIL”.

Sr. No	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Introduction and Orientation</b></p> <p><b>Theory Duration</b> (hh:mm) 02:00</p> <p><b>Practical Duration</b> (hh:mm) 00:00</p> <p><b>Corresponding NOS Code</b></p> <p>Bridge Module</p>	<ul style="list-style-type: none"> <li>• Identify the trends in the apparel industry.</li> <li>• Identify the job responsibilities of a boutique manager.</li> </ul>	<p>white /black board with marker &amp; chalk, duster</p>

<p>2</p>	<p><b>Conduct market research</b></p> <p><b>Theory Duration</b> (hh:mm) 30:00</p> <p><b>Practical Duration</b> (hh:mm) 35:00</p> <p><b>Corresponding NOS Code</b> AMH/N1910</p>	<ul style="list-style-type: none"> <li>• Plan market research using various tools of research such as forecast magazines, fashion shows, market analysis etc.</li> <li>• Conduct market research for trends and forecast from various sources such as forecasting sites and catalogues, etc. for garment design.</li> <li>• Conduct market research for new materials in the market and their sources of procurement.</li> <li>• Identify various design elements.</li> <li>• Construct a design using the various elements of design.</li> <li>• Describe the various types of fiber, their properties, and textiles processes to prepare the fabric for construction.</li> <li>• Follow compliance requirements related to usage of various types of dyes such as azo-free dyes and garment construction process.</li> <li>• Identify swatches of the fabrics (print, embroidery, dyed etc.), trims and accessories that are required for design development.</li> <li>• 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.</li> </ul>	<p>"sewing machine , specialized sewing machines and stools, cleaning cloth, baskets/ pouches etc." different type of fabrics (eg :cotton fabric or any surplus fabric is used quantity and quality may vary as per requirement), type of trims (quantity and quality may vary as per requirement) type of accessories (quantity and quality may vary as per requirement) white/black board+ marker+ duster/ chalk computer peripherals with chairs and software, printer shears machine tool kit , machine oil scales, normal straight big ruler basic stationary , wash care and content labels iron and iron table, pantone shade card calculator, pattern paper (quantity and quality may vary as per requirement), documents set tech pack, appraisal sheet, client specification sheet, ledger sheet, spec. sheet etc. garment sample /made-ups and home furnishing articles (the quantity and variety may vary) packing trims with accessories dustbin books on different type of fabric books on garments , made ups and home furnishing articles and there manufacturing cost sheet format/ bill book/ invoice format inventory/ stock register customer feedback register/ employees register ,fashion forecasts, journals and magazines student notes fire safety equipment &amp; first aid box sewing &amp; embroidery kit with bobbin and bobbin case with tailor's chalk and pins (eg: safety pins, dress pins etc.), embroidery thread, quantity may vary, dress</p>
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			<p>form (size (M), preferably woman), hand needle and machine needle , embroidery needle (various gauges assorted), projector /LCD, student's chair with table arm, teacher's table and chair, trainees stools for sewing, table for pattern making</p>
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<p>3</p>	<p><b>Create design as per latest trends according to customer needs</b></p> <p><b>Theory Duration</b> (hh:mm) 20:00</p> <p><b>Practical Duration</b> (hh:mm) 80:00</p> <p><b>Corresponding NOS Code</b> <b>AMH/N1910</b></p>	<ul style="list-style-type: none"> <li>• Identify the types of the garments and the components.</li> <li>• Identify the types of equipment used for pattern making and cutting.</li> <li>• Prepare the techpack.</li> <li>• Create the design using the details in the techpack.</li> <li>• Demonstrate the measurement on the mannequin or live model.</li> <li>• Identify the types of the pattern.</li> <li>• Develop the pattern as per the details given in the tech-pack.</li> <li>• Mark the notches and the components on the pattern.</li> <li>• Select the correct fabric as per the requirement.</li> <li>• Lay the pattern on the fabric.</li> <li>• Cut the garment as per the pattern.</li> </ul>	<p>"sewing machine, specialized sewing machines and stools, cleaning cloth, baskets/ pouches etc. " different type of fabrics (eg :cotton fabric or any. surplus fabric is used quantity and quality may vary as per requirement), type of trims (quantity and quality may vary as per requirement) type of accessories (quantity and quality may vary as per requirement) white/black board+ marker+ duster/ chalk computer peripherals with chairs and software ,printer shears machine tool kit , machine oil scales, normal straight big ruler basic stationary , wash care and content labels iron and iron table, pantone shade card calculator , pattern paper (quantity and quality may vary as per requirement) , documents set tech pack, appraisal sheet, client specification sheet, ledger sheet, spec. sheet etc. garment sample /made-ups and home furnishing articles (the quantity and variety may vary) packing trims with accessories dustbin books on different type of fabric books on garments , made ups and home furnishing articles and there manufacturing cost sheet format/ bill book/ invoice format inventory/stock register customer feedback register/employees register ,fashion forecasts, journals and magazines, student notes fire safety equipment &amp; first aid box sewing &amp; embroidery kit with bobbin and bobbin case with tailor's chalk and pins (eg: safety pins, dress pins etc.), embroidery thread, qnt may vary dress form (size</p>
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			(M), preferably woman) hand needle and machine needle , embroidery needle (various gauges assorted) projector /LCD, student's chair with table arm, teacher's table & chair, trainees stools for sewing, table for pattern making
4	<p><b>Construct the garment</b></p> <p><b>Theory Duration</b> (hh:mm) 20:00</p> <p><b>Practical Duration</b> (hh:mm) 90:00</p> <p><b>Corresponding NOS Code</b> <b>AMH/N1910</b></p>	<ul style="list-style-type: none"> <li>Identify the types of sewing machines and their parts.</li> <li>Demonstrate the feed mechanism on the sewing machines.</li> <li>Construct the cut components and assemble them using sewing machines and hand sewing wherever applicable to form a photo sample.</li> <li>Embroider, print or dye the garment as per the requirement in the design.</li> </ul>	sewing machine, fabric, thread, needles, sewing kit, measuring tape
5	<p><b>Prepare the documents</b></p> <p><b>Theory Duration</b> (hh:mm) 20:00</p> <p><b>Practical Duration</b> (hh:mm) 50:00</p> <p><b>Corresponding NOS Code</b> <b>AMH/N1910</b></p>	<ul style="list-style-type: none"> <li>Identify the components of the cost sheet.</li> <li>Prepare the cost sheet of the style in the given format.</li> <li>Explain the different documents required for documenting the customer's order.</li> <li>Book the order as per the customer's demand in the desired format in customer's requirement book or using data management system.</li> <li>Record the order of the customer in the record book or in the computer using data management software.</li> </ul>	documents like cost sheet, invoice , books like receipt book

6	<p><b>Allocate and check work assigned to subordinates</b></p> <p><b>Theory Duration</b> (hh:mm) 25:00</p> <p><b>Practical Duration</b> (hh:mm) 50:00</p> <p><b>Corresponding NOS Code</b> AMH/N01911</p>	<ul style="list-style-type: none"> <li>Identify the business goals that are SMART (Specific, Measurable, Achievable, Realistic and Time Based).</li> <li>Identify the time required to complete the task using work study tools and techniques.</li> <li>Identify the skills, knowledge and experience of the team members.</li> <li>Allocate equitable work to the team based on their skills, knowledge and experience.</li> <li>Explain the steps of monitoring the work performed by the team, periodically using suitable management tools.</li> <li>Plan the inventory management.</li> </ul>	<p>"sewing machine, specialised sewing machines and stools, cleaning cloth, baskets/pouches etc. " different type of fabrics (eg :cotton fabric or any. surplus fabric is used quantity and quality may vary as per requirement) type of trims (quantity and quality may vary as per requirement) type of accessories (quantity and quality may vary as per requirement) white/black board+ marker+ duster/chalk computer peripherals with chairs and software printer shears machine tool kit, machine oil scales, normal straight big ruler basic stationary wash care and content labels iron and iron table pantone shade card calculator, pattern paper (quantity and quality may vary as per requirement) documents set tech pack, appraisal sheet, client specification sheet ledger sheet, spec. sheet etc. garment sample/made-ups and home furnishing articles (the quantity and variety may vary) packing trims with accessories dustbin books on different type of fabric books on garments, made ups and home furnishing articles and there manufacturing cost sheet format/ bill book/ invoice format inventory/ stock register customer feedback register/ employees register fashion forecasts, journals and magazines sewing &amp; embroidery kit with bobbin and bobbin case, tailor's chalk and pins (eg: safety pins, dress pins etc.) trainees stools sewing, embroidery thread, qnt may vary dress form/mannequin</p>
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			(size (M), preferably woman), hand needle and machine needle , emb. needle (various gauges assorted), projector /LCD, table for pattern making
7	<p><b>Monitor boutique performance while planning the display</b></p> <p><b>Theory Duration</b> (hh:mm) 25:00</p> <p><b>Practical Duration</b> (hh:mm) 50:00</p> <p><b>Corresponding NOS Code</b> AMH/N01911</p>	<ul style="list-style-type: none"> <li>Plan the display of boutique using the concepts of visual merchandising.</li> <li>Select the suitable accessories to go with the garment like purse, jewellery etc.</li> <li>Display the articles with coordinates like purse , jewellery wherever required.</li> <li>Maintain the customer feedback register.</li> <li>Prepare the stock register.</li> <li>Maintain the stock register.</li> </ul>	garment, fabric, purse , jewellery for decoration, mannequin/dress form
8	<p><b>Build and monitor team performance</b></p> <p><b>Theory Duration</b> (hh:mm) 15:00</p> <p><b>Practical Duration</b> (hh:mm) 40:00</p> <p><b>Corresponding NOS Code</b> AMH/N1912</p>	<ul style="list-style-type: none"> <li>Articulate clearly to the team the purpose, goals and scope of activities related to the boutique business.</li> <li>Identify diversity of expertise, knowledge, skills and attitude required to achieve team objectives (like customer satisfaction, quality consciousness, negotiation, etc.) in a group.</li> <li>Perform good interpersonal communication skills.</li> <li>Demonstrate review of team performance at appropriate intervals and evaluate for how it is progressing.</li> <li>Prepare the employees register.</li> <li>Prepare the appraisal records.</li> </ul>	computer, white /black board with marker & chalk, projector
9	<p><b>Maintain health, safety and security in the boutique</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 10:00</p> <p><b>Corresponding NOS Code</b> AMH/N1913</p>	<ul style="list-style-type: none"> <li>Identify about different hazards at boutique like fire, theft, etc.</li> <li>Demonstrate safe handling of tools and equipment's for personal safety and security in the boutique.</li> <li>Monitor the workplace and work processes for potential risks and threats from workers and customers.</li> <li>Perform emergency procedures such as first-aid and Cardio Pulmonary Resuscitation (CPR).</li> <li>Demonstrate correct and safe handling of fire extinguishers.</li> <li>Apply emergency response processes.</li> </ul>	first aid and fire extinguisher

10	<p><b>Comply with industry, regulatory and organizational requirements</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 13:00</p> <p><b>Corresponding NOS Code</b> AMH/N0104</p>	<ul style="list-style-type: none"> <li>Apply legislation and regulations, organizational guidelines and procedures while carrying out work related functions.</li> <li>Apply appropriate methods to seek clarifications pertaining to policies and procedures, from the supervisor or other authorized personnel.</li> </ul>	Computer, Computer Peripherals, Documents related to Compliance
11	<p><b>Soft Skills</b></p> <p><b>Theory Duration</b> (hh:mm) 03:00</p> <p><b>Practical Duration</b> (hh:mm) 02:00</p> <p>Bridge Module</p>	<ul style="list-style-type: none"> <li>Illustrate the steps followed for personal grooming and hygiene.</li> <li>Apply organizational procedures and maintain personal health and hygiene and avoid habits like gutkha, tobacco etc.</li> <li>Demonstrate effective interaction with the group.</li> <li>Demonstrate time management in the work.</li> <li>Prepare your resume.</li> <li>Prepare for the interviews.</li> </ul>	Computer, whiteboard, marker
	<p><b>Total Duration</b> <b>600:00Hrs</b></p> <p><b>Theory Duration</b> <b>180:00</b></p> <p><b>Practical Duration</b> <b>420:00</b></p>	<p><b>Unique equipment required:</b></p> <p>white/black board+ marker+ duster/chalk ,computer peripherals with chairs and software ,printer ,shears, machine tool kit , machine oil, scales, normal straight big ruler, basic stationary, wash care and content labels, iron and iron table, pantone shade card ,calculator, pattern paper (quantity and quality may vary as per requirement),documents set tech pack, appraisal sheet, client specification sheet, ledger sheet, spec. sheet etc., garment sample/made-ups and home furnishing articles (the quantity and variety may vary),packing trims with accessories ,dustbin, books on different type of fabric, books on garments , made ups and home furnishing articles and there manufacturing, cost sheet format/bill book/invoice format, inventory/stock register, customer feedback register/employees register fashion forecasts, journals and magazines, student notes, fire safety equipment &amp; first aid box, sewing &amp; embroidery kit with bobbin and bobbin case, tailor's chalk and pins (eg: safety pins, dress pins etc.),trainees stools, sewing , embroidery thread, qnt may vary dress form(size (M) preferably woman), hand needle and machine needle , emb needle(various gauges assorted),projector /lcd, student's chair with table arm, teacher's table &amp; chair, trainees stools for sewing, pattern making table</p>	

Grand Total Course Duration: **600 Hours**

*(This syllabus/ curriculum has been approved **by APPAREL, MADE-UPS AND HOME FURNISHING SECTOR SKILL COUNCIL**)*

## Trainer Prerequisites for Job role: “Boutique Manager” mapped to Qualification Pack: “AMH/Q1910, version 1.0”

Sr. No.	Area	Details
1	<b>Job Description</b>	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “AMH/Q1910”.
2	<b>Personal Attributes</b>	The candidate should have aptitude for conducting training, pre /post work to ensure competent, employable candidates at the end of training. Strong communication skills, interpersonal skills, ability to work as team; diligent and is passionate for maintaining the quality in content and training delivery methodology. Candidate should have basic understanding of English language; however this should not be a restrictive criterion as long as the candidate is willing and open to learn. He/she must be able to speak, read and write in the local language.
3	<b>Minimum Educational Qualifications</b>	<ul style="list-style-type: none"> <li>Diploma of minimum 1 year duration in the relevant trade</li> <li>Graduate in the relevant trade.</li> </ul>
4a	<b>Domain Certification</b>	Certified for the Job Role: “Boutique Manager” mapped to the QP: “AMH/Q1910”, version 1.0. Minimum accepted score as per SSC guidelines is 80%.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601”. Minimum accepted % as per respective SSC guidelines is <u>80%</u> .
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>Diploma of minimum 1 year duration in the relevant trade with 2 years of work experience in relevant trade .</li> <li>Graduation in relevant trade with minimum 2 years of work experience in relevant trade.</li> <li>He should be able to communicate in English and local language. He should have knowledge of equipment, tools, material, safety, health and hygiene.</li> </ul>

## Annexure: Assessment Criteria

**Job Role** Boutique Manager

**Qualification Pack** AMH/Q1910, v1.0

**Sector Skill Council** AMHSSC

### Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions approved by the SSC
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination / training center based on this criteria
6. To pass the Qualification Pack, every trainee should score a minimum of 70% aggregate in a QP
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

		Marks Allocation				
		Total Marks	Out Of	Theory	Skills Practical	Viva
<b>1.AMH/N1910</b> <b>Create design as per latest trends and establish customer needs</b>	PC1.Carry out research on latest trends and contemporary fashion for apparel and its target market	<b>95</b>	<b>18</b>	6	10	2
	PC2.Carry out research to identify new and promising materials, trends as well as sources /suppliers for procurement of such items		<b>19</b>	7	10	2
	PC3.Identify quality standards as applicable to the product		<b>18</b>	7	10	1
	PC4.Ensure/develop techpack for designs		<b>19</b>	6	11	2
	PC5. Develop photo sample of similar or identical designs to persuade customers for order booking		<b>12</b>	2	10	0
	PC6. Book order for the product and record details of order booking in suitable form/format		<b>9</b>	2	6	1
	<b>Total</b>		<b>95</b>	<b>30</b>	<b>57</b>	<b>8</b>
<b>2.AMH/N1911</b> <b>Allocate and check work</b>	PC1.Allocate work to team members based on skills, knowledge, experience, and workloads equitably		<b>10</b>	4	6	0

<b>assigned to subordinates and manage and monitor boutique performance</b>	PC2. Brief team members on work allocated and level of expected performance	<b>100</b>	<b>11</b>	<b>3</b>	<b>6</b>	<b>2</b>
	PC3. Encourage team members to make suggestions and seek clarification in relation to the work allocated		<b>9</b>	<b>2</b>	<b>5</b>	<b>2</b>
	PC4. Set business objectives for the boutique which are SMART (Specific, Measurable, Achievable, Realistic and Time-bound)		<b>12</b>	<b>6</b>	<b>5</b>	<b>1</b>
	PC5. Plan achievement of team goals and objectives defined in line with business objectives		<b>10</b>	<b>4</b>	<b>5</b>	<b>1</b>
	PC6. Monitor progress periodically with suitable management tools and techniques		<b>10</b>	<b>2</b>	<b>8</b>	<b>0</b>
	PC7. Plan the inventory management		<b>10</b>	<b>3</b>	<b>6</b>	<b>1</b>
	PC8. Plan the display of the boutique		<b>10</b>	<b>2</b>	<b>7</b>	<b>1</b>
	PC9. Maintaining the customer feedback register		<b>9</b>	<b>2</b>	<b>6</b>	<b>1</b>
	PC10. Plan and maintain stock Register		<b>9</b>	<b>2</b>	<b>6</b>	<b>1</b>
			<b>Total</b>	<b>100</b>	<b>30</b>	<b>60</b>
<b>3.AMH/N1912 Build and monitor team performance</b>	PC1. Articulate clearly to the team the purpose, goals and scope of activities related to the boutique business	<b>90</b>	<b>17</b>	<b>7</b>	<b>9</b>	<b>1</b>
	PC2. Identify diversity of expertise, knowledge, skills and attitude required to achieve team objectives (like customer satisfaction, quality consciousness, negotiation, etc.)		<b>14</b>	<b>7</b>	<b>6</b>	<b>1</b>
	PC3. Help team members understand their unique contribution to the team, contribution expected from fellow team members and how they complement and support each other		<b>14</b>	<b>3</b>	<b>10</b>	<b>1</b>
	PC4. Encourage open communication between team members including providing feedback to enhance performance and working as a unit		<b>16</b>	<b>5</b>	<b>10</b>	<b>1</b>



	PC5.Review team performance at appropriate intervals and evaluate for how it is progressing		20	4	14	2	
	PC6.Maintaining the employees register and the appraisal records		9	3	5	1	
		<b>Total</b>	<b>90</b>	<b>29</b>	<b>54</b>	<b>7</b>	
<b>4. AMH/N1913</b> <b>Maintain health, safety and security in the boutique</b>	PC1.Keep vigilance for potential risks and threats associated with the boutique and equipment's used like proper initiation and shutdown of machine(s) at the beginning and closure of the day	<b>30</b>	6	1	4	1	
	PC2.Ensure the tools and equipment's like sewing machines, shears, needles, etc. are handled safely		5	1	3	1	
	PC3. Monitor the workplace and work processes for potential risks and threats from workers and customers regarding shrinkage		7	1	5	1	
	PC4.Participate in mock-drills/evacuation procedures organized at the boutique		6	1	4	1	
	PC5. Undertake first-aid, firefighting And emergency response training		6	2	3	1	
			<b>Total</b>	<b>30</b>	<b>6</b>	<b>19</b>	<b>5</b>
<b>5. AMH/N0104</b> <b>Comply with industry, regulatory and organizational requirements</b>	PC1. Carry out work functions in accordance with legislation and regulations, organizational guidelines and procedures	<b>35</b>	7	2	4	1	
	PC2. Seek and obtain clarifications on policies and procedures, from your supervisor or other authorized personnel		5	2	2	1	
	PC3. Apply and follow these policies and procedures within your work practices		7	2	4	1	
	PC4. Provide support to your supervisor and team members in enforcing these considerations		8	2	5	1	
	PC5. Identify and report any possible deviation to these requirements		8	2	5	1	
			<b>Total</b>	<b>35</b>	<b>10</b>	<b>20</b>	<b>5</b>

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<b>Grand Total</b>	<b>350</b>	<b>105</b>	<b>210</b>	<b>35</b>
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