



Autonomous (2016-17)

Malad Kandivli Education Society's  
**NAGINDAS KHANDWALA COLLEGE**

**OF COMMERCE, ARTS & MANAGEMENT STUDIES  
AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE**

(Re-accredited (3<sup>rd</sup> cycle) by NAAC with 'A' Grade)

ISO 9001 : 2015 Certified

Educational Excellence Award By Indus Foundation, U.S.A.

IMC Ramkrishna Bajaj National Quality Commendation Certificate

**Syllabus Along With Course Objectives**

**And**

**Outcomes Of The Value Added Courses Offered.**

**DR. (MRS.) ANCY JOSE  
PRINCIPAL**





**Nagindas Khandwala College**

**Autonomous**

**Name of the STC – Certificate In Visual Merchandising**

- ***Number of Credits – 2***
- ***Students who complete the Course, it will be written as 'Successfully Completed.'***  
***There will be no grades awarded.***

**Objectives of course:**

The objective of the course is to introduce Visual Merchandising (VM) its Objectives, Concept, Prospects, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy.

**Course Outcome:**

After completion of this course the learner will be able to:

CO 1: Learners will be able to distinguish between store design and store management in Visual Merchandising. (Level: Analysis)

CO 2: Learners will be able to explain the objective, concept, prospects and common challenges and ways to overcome visual merchandising challenges. (Level: Comprehension)

**Syllabus**

1. Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, The common challenges, Ways to overcome the visual merchandising challenges

2. The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off, Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting

3. Store Management in Merchandising: Introduction, Objectives, Types of Stores, Location of a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation, Heads of space allocation in a store, Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store, The Loop for Guiding the Shoppers through a Store

4. Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, S-curves and fixation, Replenishes, Planogramming

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5. Store Image & Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues

6. Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, Thematic Communication, Methods of Communication Graphics, Signage

7. The Present and Future of Visual Merchandising: Introduction, Objectives, Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, Future Prospects of Visual Merchandising



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