



**KALINGA
UNIVERSITY**

SCHEME OF EXAMINATION & SYLLABUS

For
**Bachelor of Vocational Studies
(B. Voc.)
(Beauty & Wellness)**



Kalinga University, Naya Raipur, Chhattisgarh

B. VOC. IN BEAUTY & WELLNESS

B.Voc Beauty & Wellness (Semester – I)

Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVBW101	English Language and Communicative Skills	2	0	2	30	70	100
BVBW102	Computer Fundamentals & IT	2	0	2	30	70	100
BVBW103	Beauty Regime	3	0	3	30	70	100
BVBW104	Fundamentals of Beauty	2	0	2	30	70	100
BVBW105	Hand and Feet Treatments	3	0	3	30	70	100
BVBW106P	Computer Fundamentals & IT Lab	0	3	1.5	20	30	50
BVBW107P	Beauty Regime Lab	0	10	5	20	30	50
BVBW108P	Fundamentals of Beauty Lab	0	10	5	20	30	50
BVBW109P	Hand And Feet Treatments Lab	0	10	5	20	30	50
BVBW110P	English Language Lab	0	3	1.5	20	30	50
	Total	12	36	30	250	500	750

B.Voc Beauty & Wellness (Semester – II)

Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVBW 201	Soft Skill & Personality Development	2	0	2	30	70	100
BVBW 202	Business Analysis: Environment, Sales & Marketing	2	0	2	30	70	100
BVBW 203	Make UP Artistry	2	0	2	30	70	100
BVBW 204	Hair Designing	3	0	3	30	70	100
BVBW 205	Chemical Hair Procedures	3	0	3	30	70	100
BVBW 206P	Make UP Artistry Lab	0	12	6	20	30	50
BVBW 207P	Hair Designing Lab	0	12	6	20	30	50
BVBW 208P	Chemical Hair Procedures Lab	0	12	6	20	30	50
	Total	12	36	30	210	440	650

B.Voc Beauty & Wellness (Semester – III)

Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVBW 301	Value Education & Human Rights	2	0	2	30	70	100
BVBW 302	Basic Accounting	2	0	2	30	70	100
BVBW 303	Advance Makeup Techniques	2	0	2	30	70	100
BVBW 304	Body Therapy	3	0	3	30	70	100
BVBW 305	Salon and Customer Care	3	0	3	30	70	100
BVBW 306P	Advance Makeup Techniques Lab	0	10	5	20	30	50
BVBW 307P	Body Therapy Lab	0	10	5	20	30	50
BVBW 308P	Salon And Customer Care Lab	0	10	5	20	30	50
BVBW 309P	Practice Session On Basic Accounting	0	6	3	20	30	50
	Total	12	36	30	230	470	700

B.Voc Beauty & Wellness (Semester – IV)

Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVBW401	Environmental Studies	2	0	2	30	70	100
BVBW402	Quality Management	2	0	2	30	70	100
BVBW403	Spa Indulgence	2	0	2	30	70	100
BVBW404	Basic Ayurveda, Naturopathy And Beauty	3	0	3	30	70	100
BVBW405	Hair Trichology	3	0	3	30	70	100
BVBW 406P	Spa Indulgence Lab	0	12	6	20	30	50
BVBW 407P	Basic Ayurveda, Naturopathy And Beauty Lab	0	12	6	20	30	50
BVBW 408P	Hair Trichology Lab	0	12	6	20	30	50
	Total	12	36	30	210	440	650

B.Voc Beauty & Wellness (Semester – V)

Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVBW501	Indian Economy & Social Changes	2	0	2	30	70	100
BVBW502	Research Methodology	2	0	2	30	70	100
BVBW503	Laser Fundamentals And Safety	2	0	2	30	70	100
BVBW504	Electrical & Chemical Treatments	3	0	3	30	70	100
BVBW505	Pre-Bridal Grooming Plan	3	0	3	30	70	100
BVBW506P	Laser Fundamentals and Safety Lab	0	12	6	20	30	50
BVBW507P	Electrical & Chemical Treatments Lab	0	12	6	20	30	50
BVBW508P	Pre-Bridal Grooming Plan Lab	0	12	6	20	30	50
	Total	12	36	30	210	440	650

B.Voc Beauty & Wellness (Semester – VI)

Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVBW601	General Human Psychology & HR Management	6	0	6	30	70	100
BVBW602	Entrepreneurship Development Programme	6	0	6	30	70	100
BVBW603P	Industrial Training	0	36	18	200	300	500
	Total	12	36	30	260	440	700

(SEMESTER-I)

ENGLISH LANGUAGE AND COMMUNICATIVE

SKILLS

(BVBW101)

OBJECTIVES:

The objective of this paper is to familiarize the students with the importance of Communication and its associated components in the hard core corporate sector.

UNIT - I

The Sentence and Its Structure - How to Write Effective Sentences - Phrases - What Are They? - The Noun Clauses - The Adverb Clause – The Relative Clause - How the Clauses Are Conjoined - Word - Classes and Related Topics - Understanding the Verb - Understanding the Auxiliary Verb - Understanding the Adverbs - Understanding the Pronoun - Prepositions.

UNIT - II

Spelling and Pronunciation - Pronunciation, The Tense and Related Topics - Presentness and Present Tenses - The Presentness of a Past Action - Interrogatives and Negatives - Negatives - How to Frame Questions - What's What? - Polite Expressions - Some Time Expressions - In Conversation – Letter Writing - Academic Assignments.

UNIT - III

Self - Assessment; Identifying Strength & Limitations; Habits, Will - Power and Drives, Developing Self - Esteem and Building Self - Confidence, Significance of Self - Discipline, Understanding Perceptions, Attitudes, and Personality Types, Mind - Set: Growth and Fixed, Values and Beliefs, Motivation and Achieving Excellence; Self - Actualization Need; Goal Setting, Life and Career Planning , Constructive Thinking, Communicating Clearly: Understanding and Overcoming barriers.

UNIT - IV

Active Listening, Persuasive Speaking and Presentation Skills, Conducting Meetings, Writing Minutes, Sending Memos and Notices; etiquette:

Effective E - mail Communication; Telephone Etiquette, Body Language in Group Discussion and Interview.

Books Recommended:

- Dorch, Patricia. What Are Soft Skills? New York: Execu Dress Publisher, 2013.
- Kamin, Maxine. Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders. Washington, DC: Pfeiffer & Company, 2013.
- Klaus, Peggy, Jane Rohman & Molly Hamaker. The Hard Truth about Soft Skills. London: HarperCollins E - books, 2007.
- Petes S. J. , Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw - Hill Education, 2011.
- Stein, Steven J. & Howard E. Book. The EQ Edge: Emotional Intelligence and Your Success. Canada: Wiley & Sons, 2006.

COMPUTER FUNDAMENTALS & IT (BVBW102)

OBJECTIVES:

The objective of this course is to familiarize students with Fundamentals of Computer and IT applications. It enables the student to get practical exposure towards MS - Office tools.

UNIT - I

KNOWING COMPUTER: Introduction, Objectives, Basic Applications of Computer, Components of Computer System: Central Processing Unit, Keyboard, mouse and VDU, Other Input devices, Other Output devices, Computer Memory. Concept of Hardware and Software: Hardware, Software: Application Software, Systems software. Concept of computing, data and information. Bringing computer to life: Connecting keyboard, mouse, monitor and printer to CPU, Checking power supply.

UNIT - II

OPERATING COMPUTER USING GUI BASED OPERATING SYSTEM: Introduction, Objectives, Basics of Operating System: Operating system, Basics of popular operating system (LINUX, WINDOWS). The User Interface: Task Bar, Icons, Menu, Running an Application. Operating System Simple Setting: Changing System Date And Time, Changing Display Properties, To Add Or Remove A Windows Component, Changing Mouse Properties, Adding and removing Printers. File and Directory Management: Creating and renaming of files and directories, Common utilities.

UNIT - III

INTRODUCTION TO INTERNET, WWW AND WEB BROWSERS: Introduction, Objectives. Basic of Computer

Networks: Local Area

Network (LAN), Wide Area Network (WAN). Internet: Concept of Internet, Applications of Internet, Connecting to the Internet, Troubleshooting, World Wide Web (WWW), Web Browsing Software, Popular Web Browsing Software. Search Engines: Popular Search Engines / Search for content, Accessing Web Browser, Using Favorites Folder, Downloading Web Pages, Printing Web Pages. Understanding URL, Surfing the web: Using e - governance website.

UNIT - IV

COMMUNICATIONS AND COLLABORATION: Introduction, Objectives, Basics of E - mail: What is an Electronic Mail, Email Addressing, Using E - mails: Opening Email account, Mailbox: Inbox and Outbox, Creating and Sending a new E - mail, Replying to an E - mail message, Forwarding an E - mail message, Sorting and Searching emails. Introduction to MS - Office: MS - Word, MS - Excel, MS - Power Point.

Books Recommended:

1. Fundamentals of Computers, V. Rajaraman, PHI Publication
2. Computer Fundamentals, P. K. Sinha, BPB Publication
3. Introduction to Computers with MS - Office 2007, Leon, TMH Publication

BEAUTY REGIME (BVBW103)

OBJECTIVES:

- To explain the purpose and application of facials and face mask.
- To follow proper safety and sanitation procedures.
- To develop skills in the manipulation of equipment and materials necessary for facial.
- To demonstrate the use of equipment, implements, cosmetic and material when giving a facial.

UNIT - I

Study and recognition of skin types Classification of skin types, special treatments to different types of skin: acne, open pores, pigmented, matured, wrinkled skin.

UNIT - II

Types of Facials Plain facial, Veg. peels facial, Gauze facial, Ozone facial, Thermo herb facial, Gold & Silver facial.

UNIT - III

Types of Face Masks Ingredients and effects of face masks Clay Masks Natural Masks (Vegetable & Fruits) Thermal Masks Paraffin Wax

Masks. Latex Plastic Masks. Peel off Masks. Other Ayurvedic Masks.

UNIT - IV

Equipment needed for facial treatment: Tools & techniques Maintenance a high standard of hygiene & safety throughout. Contraindications to face masks & facials. Preparation of masks in suitable quantity at appropriate time. How a mask/facial should be applied and why. Face mask to the specific area they suit. Removal of the face mask comfortably, promptly and thoroughly. Recommendation for future treatment plan to incorporate salon & home use of the products.

Books Recommended:

- David E. Bank and Estelle Sobel, Adams Media Corporation, Beautiful Skin: Every Woman's Guide to Looking Her best at any age. _
- Stephanie Tourles, Storey Books, Naturally Healthy Skin: Tips and Techniques for a lifetime of Radiant Skin.
- Dr. Renu Gupta, Skin Care _
- Arlene Mathew, The complete Beauty Book, Varun Publication, Bangalore.
- Kim Johnson, Knopf, Women's Face: Skin Care and Makeup
- Milady's, Text Book of Cosmetology, Milady Publication, America

FUNDAMENTALS OF BEAUTY (BVBW104)

OBJECTIVES:

- Prepare the client and area hygienically and safely, examine the area, plan the treatment, note contra-indications and advice on the most appropriate means of hair removal & bleaching
- Understand the key ingredients in waxing products

and the various types and systems available in the market. • Perform safely, effectively and to commercial standards and timing, a variety of methods of hair removal on a variety of clients. • Enable student to shape the eye brows

UNIT - I

Eye-brow Shaping and bleaching Eye-brow shaping according to face structure. Use of eye-brow pencil. Tweezing and threading. Judging of brow length. Enhancing the appearance of eye-brows and lashes, techniques of eye-brow shaping, use of false eye-lashes, strip and individuals false eye-lashes.

UNIT - II

Bleaching-patch test, benefits, equipments and material various types, procedure and contraindications.

UNIT - III

Hair Removal Procedures Various wax treatments available and their benefits including warm, strip wax, hot wax and other waxing systems eg. Rollers and tubes. Hot and warm waxing procedures for areas like legs, underarms, abdomen, arms, bikini lines, face.

UNIT - IV

Preparation of wax. Suitable preparation of the work area and client. Hygiene application and disposal of wax. After care, home care treatment. Taking into account the rate and density of the hair growth. Other methods of hair removal to cover the advantage & disadvantage of each. Sterilization of tools.

Books Recommended:

- Practical workbook for Milady's Standard Cosmetology
- Preparing for the practical exam : Milady's Standard Cosmetology
- Salon fundamental cosmetology textbook: A Pivot Point.
- Salon fundamentals: A resource for you cosmetology career, Pivot Point International.

HAND AND FEET TREATMENTS (BVBW105)

OBJECTIVES:

• Prepare client and area hygienically, examine hands and/or feet, plan the treatment, note contra-indications and give advice. • Perform nail treatments safely, effectively, hygienically and to a commercial standard and time on a variety of clients. • Optimize opportunities to give information and advice to clients regarding products and services.

UNIT - I

Equipments & Products Use of the equipment and products for hand and feet: nail enamel remover, Cuticle cream, Massage cream/oil, Nail strengthener, Hard skin remover for the feet, Base coat, Top coat, Quick dry (spray and paint on), Cuticle oil, Cuticle remover, Buffing paste, Exfoliant for skin of the hands and feet, Nail enamel, Ridge filler.

UNIT - II

Correct use of the following equipment for nail treatment: Emery board, Nail clippers, Orange wood stick, Rubber hoof stick, Cuticle knife, Cuticle nippers/Cuticle scissors, Chamois Buffer, Rasp or other hand skin remover. Gel Nails, Refill and After-Care, Temporary nail extension.

UNIT - III

Procedures Nail Shaping Manicure and pedicure, Aroma Manicure and pedicure, De-tan Manicure and pedicure, French Manicure and pedicure

UNIT - IV

Recognize the contraindication to manicure and pedicure, safety and hygiene throughout, preventing damage when using all the equipment and the products. Massage of the hands, arms, foot and leg using all the classical massage movements.

Books Recommended:

- The Miracle of Healing Hands by Waheguru Singh Khalsa, DC Rishi Knot Pub _
- Milday's Standard Cosmetology, Delmar Cengage Learning _
- The Illustrated Guide to Massage and Aromatherapy by Catherine Stuart.

COMPUTER FUNDAMENTALS & IT LAB (BVBW106P)

LIST OF EXPERIMENTS:

- Different components of Taskbar
- Create Desktop icons
- Create Folder and Files on Desktop
- Run Application such as Notepad, MS Paint
- Change Mouse properties in Windows
- Connecting to the Internet
- Applying browsers software such as chrome, Internet Explorer
- Applying software download
- Create E-mail ID in a mail server
- Sending E-mail and working with Inbox
- Create Bio data in word
- Formatting text in Word
- Create excel database, apply auto sum
- Create presentation file with multiple slides
- Apply slide transition

BEAUTY REGIME LAB

(BVBW107P)

PLANNING FOR PRACTICAL SESSION:-

- Learn, Study and recognition of skin types Classification of skin types, special treatments to different types of skin: acne, open pores, pigmented, matured, wrinkled skin.
- Have the knowledge of All Types of Facials like Plain facial, Veg. peels facial, Gauze facial, Ozone facial, Thermo herb facial, Gold & Silver facial.
- Have the knowledge and application of different Types of Face Masks Ingredients and effects of face masks viz. Clay Masks Natural Masks (Vegetable & Fruits); Thermal Masks Paraffin Wax Masks. Latex Plastic Masks. Peel off Masks. Other Ayurvedic Masks.
- Have the knowledge of equipments needed for facial treatment, tools & techniques Maintenance a high standard of hygiene & safety throughout.
- Learn the application of Contra indications to face masks & facials. Preparation of masks in suitable quantity at appropriate time.
- Learn how a mask/facial should be applied and why. Face mask to the specific area they suit.
- Learn the removal of the face mask comfortably, promptly and thoroughly. Recommendation for future treatment plan to incorporate salon & home use of the products.

FUNDAMENTALS OF BEAUTY LAB

(BVBW108P)

PLANNING FOR PRACTICAL SESSION:-

- Learn and apply the concept of Eyebrow Shaping and bleaching Eyebrow shaping according to face structure. Use of eyebrow pencil. Tweezing and threading. Judging of brow length.
- Learn and know the technique for enhancing the appearance of eyebrows and lashes, techniques of eyebrow shaping, use of false eyelashes, strip and individuals false eyelashes.
- Have the know-how of Bleaching-patch test, benefits, equipments and material various types, procedure and contraindications.
- Learn and apply the procedure of Hair Removal, Various wax treatments available and their benefits including warm, strip wax, hot wax and other waxing systems e.g. Rollers and tubes.
- Have the knowledge of hot and warm waxing procedures for areas like legs, underarms, abdomen, arms, bikini lines, face.

- Learn the preparation of wax, suitable preparation of the work area and client. Hygiene application and disposal of wax.
- After care, home care treatment.
- Taking into account the rate and density of the hair growth and other methods of hair removal to cover the advantage & disadvantage of each. Sterilization of tools.

HAND AND FEET TREATMENTS LAB (BVBW109P)

PLANNING FOR PRACTICAL SESSION:-

- Learn the use of equipments & products for hand and feet: nail enamel remover, Cuticle cream, Massage cream/oil.
- Have the know-how of Nail strengthener, Hard skin remover for the feet, Base coat, Top coat, Quick dry (spray and paint on), Cuticle oil, Cuticle remover, Buffing paste, Exfoliant for skin of the hands and feet, Nail enamel, Ridge filler
- Know the correct use of the following equipment for nail treatment, Emery board, Nail clippers, Orange wood stick, Rubber hoof stick, Cuticle knife, Cuticle nippers/Cuticle scissors, Chamois Buffer, Rasp or other hand skin remover. Gel Nails, Refill and After-Care, Temporary nail extension.
- Learn the procedures of Nail Shaping Manicure and pedicure, Aroma Manicure and pedicure, De-tan Manicure and pedicure, French Manicure and pedicure
- Have the knowledge of the contraindication to manicure and pedicure, safety and hygiene throughout, preventing damage when using all the equipment and the products. Massage of the hands, arms, foot and leg using all the classical massage movements.

ENGLISH LANGUAGE LAB (BVBW110P)

Reading comprehension (prescribed texts) and functional grammar

A variety of genres – short stories, expository pieces, biographies, poems, plays, newspaper and magazine excerpts have been included. Teaching of grammar has been integrated with the reading texts. The emphasis is on functional grammar.

The following ten prose texts and five poems have been selected for development of different reading skills.

Prose texts (Prescribed)

1. A warmer or a colder earth (popular science) Arthur – C. Clark
2. The tiger in the tunnel (narrative) – Ruskin Bond.
3. First two or four pages from Sunny Days (autobiographical) – By Sunil Gavaskar
4. Case of suspension (narrative)
5. Big brother (narrative) Shekhar Joshi
6. Father, dear father (news paper article form the Hindu)
7. Face to face (autobiographical) Ved Mehta
8. I must know the truth (narrative) Sigrun Srivastva
9. If I were you (play) Douglas James
10. India, her past and her future (speech) Jawahar Lal Nehru

Poems

1. Leisure – W H Davis
2. The road not taken – Robert Frost
3. Where the mind is without fear- Tagore
4. My grandmother’s house – Kamla Das
5. The night of the scorpion – Nissi, Ezekiel

Non prescribed

In this section learners will be exposed to newspaper, articles, tables, diagrams, advertisements etc. which they have to read carefully and interpret. In the examination similar pieces will be used.

Grammar and usage:

The following points of grammar and usage have been selected from the reading passages.

1. agreement/concord: number – gender etc.
2. Tenses: simple past (negatives/interrogatives) present perfect, past perfect continuous, past perfect, expressing future time (will and going to)
3. Passive voice (perfect tenses and modals)
4. Modals (must, should ought to, would)
5. Linking words (to like because although, instead of, if, as, since, who, which that, when however, inspite of)
6. Reported speech, statements, questions (yes/no)

Functional writing and study skills

This module help the learner to write descriptive and narrative paragraph, letters, reports notices etc. and also practice skills of note making

1. Paragraph writing

- Describing objects
- Describing people
- Narrating events, stories

2. Letter writing

- Application for leave
- Application for jobs
- Asking for information form various agencies (e.g. Last date for getting prospects; price of items before placing doers etc.)

3. Note making

4. Ending (punctuation, spelling, appropriate vocabulary, structures)

Reference Books:

1. Effective Communication Skills, Kulbhushan Kumar, Khanna Publishing House
2. Business Communications, Varinder Bhatia, Khanna Publishing House

(SEMESTER-II)

SOFT SKILL & PERSONALITY

DEVELOPMENT

(BVBW201)

COURSE OBJECTIVES:-

To develop personal, social and interpersonal skills required for the profession

Unit – I

- I. Team Building – The magic of synergy, characteristics of an effective team, essentials of an effective team, Team Dynamics, Team Leading, Managing a Team.
- II. Art of Negotiation –To understand what is negotiation, Ways of negotiating and being successful in it, To understand the power of language and non-verbal communication.
- III. Grooming –To learn selection of proper attire as per the place, Practiced perception, How to carry one's self, How to project one's self in the positive frame and spirit.

Unit – II

- I. Organising Meetings – How to announce, call and organize a meeting in a smooth manner, How to design Agenda and prepare Minutes of Meeting
- II. Telephonic Etiquettes –Learn the tone and pitch of voice while speaking over phone, How to send a voice mail.
- III. Business Etiquettes –What does business etiquettes mean, Professional and Cultural expectations, Effective writing, Corporate Communication, Interaction with foreign clients.

Unit –III

- I. Stress Management –Types of stress, Symptoms and causes of Stress, Power of perception, Reaction to stress, Stress Management techniques.
- II. Time Management – Importance of Time Management, Prioritising Tasks, Goal setting, Barriers to Time Management, Planning Routine and Time Tables.
- III. Self Management –Self evaluation, Self discipline, Self criticism, SWOT analysis, Self Awareness, Development of the Self.

Unit – IV

- I. Presentation Skills –How to prepare a presentation, Knowing the audience and their requirements, Effective ways to deliver presentation, How to prepare Multimedia presentation.
- II. Organisational Skills – How to understand the nature and structure of organisation, To understand hierarchy and communication channel of the organisation, Clarity about the roles and responsibilities in an organisation, How to be a team member, How to draft reports
- III. Leadership Skills

Unit – V

- I. Group Discussion – Understanding the nature of discussion, Difference between debate and discussion, Ways to form and present arguments, Ways to defend your point.
- II. Personal Interview –To learn the skills of appearing in an interview and being successful in it.
- III. Public Speaking – Art of public speaking, To know the rhetoric of making a public speech, exploring rhetorical elements through various ideas..
- IV. Conference and Meeting, Participation and Technical clarity in conference and meeting, Learning to listen and respond, Final Report drafting.

Reference Books:-

- I. Soft Skill for everyone –Jeff Butterfield
- II. Soft Skill for-S.I. Hariharan -MJP Publications
- III. Personality Development & Soft skill – Goyal Brothers Prakasan

BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING (BVBW202)

OBJECTIVES:-

The course will enable the students to understand, assimilate and apply the various dimensions of business and its associated affairs in the socio economic, socio cultural and socio political ambience.

UNIT - I

Business Environment - Introduction, Concept of Business, Levels of the Business Environment, Understanding the Environment, Economic Environment of Business, The Global Economic Environment, Economic Policies, Business and Economic Policies, Socio Cultural Environment, Business and Society, Business and Culture , Indian Business Culture, Culture and Organizational Behavior. Introduction to Political Environment, Political Environment and the Economic system, Types of Political Systems, Indian Constitution and Business, Changing Profile of Indian Economy , Business Risks Posed by the Indian Political System, Economic Systems, Financial Environment: Introduction, An Overview of the Financial System, Components of Financial System, Financial Institutions and their Roles, Financial Institutions in India, Role of Foreign Direct Investment

UNIT - II

Introduction to Legal Environment, Laws Impacting Industry in India, Intellectual Property Rights, Major Regulations Pertaining to Business, Regulatory Role of Government, Promotional Role of Government, Participatory Role of Government, Conciliatory and Judicial Role of Government , Impact of India's Industrial Policy on Economic Reforms, New Economic Policy, Globalization. India, WTO and Trading Blocs, Levels of Economic Integration/Trading Blocs, Effects of Economic Integration, Major Regional Trading Blocs, Commodity Agreement, World Trade Organization, WTO and India, Corporate Social Responsibility: Introduction, Meaning and Definition, Need for social responsibility of business, Social responsibility of business towards different groups, Barriers to social responsibility, Social responsibility of business in India, Public, Private, Joint and Cooperative Sectors

UNIT – III

Traditional and Modern Concepts of Marketing; Selling vs. Marketing; Marketing mix; Marketing Environment. Market Segmentation & its implication. Concept of Product, Product Planning and Development; Packaging: Role and Functions; Brand name and Trade mark; Product Life Cycle Concept; Distributions Channels and Physical Distribution. Price: Importance of Price in the Marketing Mix; Factors affecting Price of a Product/Service; Discounts and Rebates. Methods of Promotion; Advertising Media; Characteristics of an effective Advertisement

UNIT – IV

Salesmanship and Qualities of Salesman; Product knowledge; Customer knowledge: Buying Motives and Selling Points. Scientific Selling; Approach and Presentation: Methods of Approaching a Customer; Presentation Process and Styles; Presentation planning. Objection Handling: Types of objections; Handling customer objections. Closing Sales and Follow up: Methods of closing sale; Executing sales order; Follow-up; Sales Promotion Schemes: Sampling; Coupon; Price Off; Premium Plan; Consumer Contests and Sweeps Takes; POP Displays; Demonstration; Trade Fairs and Exhibitions; Sales Promotion Techniques and Sales Force.

Books Recommended:

- Business Environment; By T. R. Jain, Mukesh Trehan, Ranju Trehan, VK Global Publications.
- Business Environment; By Vishwajeet Prasad, Gyan Publishing House.
- Business Environment; By Saleem, Pearson Education India.
- BUSINESS ENVIRONMENT; By VEENA KESHAV PAILWAR, PHI Learning Pvt. Ltd.
- Business Environment, by Suresh Bedi, Excel Books
- BUSINESS ENVIRONMENT: INDIAN AND GLOBAL PERSPECTIVE; FAISAL AHMED, M. ABSAR ALAMM, PHI Learning Pvt. Ltd.
- PRINCIPLES OF MARKETING; Kotlar Philip and Armstrong Gary, Pearson Education
- MARKETING MANAGEMENT; Ramaswamy, V.S. and S. Namakumari: Macmillian
- SALES MANAGEMENT; Condiff, Still and Govani et.al: Prentice Hall of India
- SALES MANAGEMENT; Text; Cases & Readings: Vaccaro J.P: Prentice Hall of India
- ADVERTISING & SALES PROMOTION; Kazmi & Batra: Excel Books

MAKE UP ARTISTRY (BVBW203)

OBJECTIVES:-

- Understand the basics and benefits of a make up applications.
- Recognize various face shapes and plan make-ups to enhance each individual client's needs.
- Perform make-ups safely, hygienically, to time & include corrective techniques on a variety of clients.
- Optimize opportunities to give information and advice to clients regarding products and services.
- Understand the basics and benefits of a make up applications.

UNIT - I

Theory of Makeup Consultation and Makeup Preparation. Ambience of makeup room. Make up colour theory. Benefits of makeup application. Self Presentation of makeup artist,

UNIT - II

Brush & Base theory. Selecting makeup colours according to skin colour, eye colour, hair colour Use & selection of appropriate makeup products like concealers, foundations and others Contraindications to makeup.

UNIT - III

Basic Makeup Day self makeup Day party makeup Evening party makeup

UNIT - IV

Corrective Makeup As per face shapes Features Nose and Chin shapes Jawline and neck area Eye shapes and Eye brows Lip shapes Wrinkles

Books Recommended:

- Kevyn Aucoin, Harper Collins, The Art of Make-up _
- Mary Quant, DK Publishing, Classic Makeup and Beauty _
- Kevyn Aucoin, Little Brown and Company, Face Forward _
- Kevyn Aucoin, Little Brown and Company, Making Faces _
- Arlene Mathew, The complete Beauty Book, Varun Publication, Bangalore _
- Milady's, Text Book of Cosmetology, Milady Publication, America

HAIR DESIGNING (BVBW204)

OBJECTIVES:-

• To understand the basic elements of hair-cutting and hair designing. • To give effective head massage • Prepare the client & area hygienically & safety • Perform effectively and to commercial standard, a variety of haircuts. Hair styles & treatments

UNIT - I

Hair Care Basic Hair Structure Shampooing and Rinsing

UNIT - II

Scalp Treatments for dandruff, falling hair, hair breakage, extra strength, growth stimulation. Head Massage.

UNIT - III

Hair Styling and Shaping Short Hair Styling: Roller setting, Blow drying Long Hair Styling: Buns and Curls on hair, Art of making Switch, Advance hair styles Braiding: Long and Short Hair

UNIT - IV

Terms used in hair shaping. All angle cutting Razor shaping, Layers, Boy-Cut, Club-Cut

Books Recommended:

- Standard Textbook of Cosmetology; My Lady Publication.
- NVQ Level II and III; U.K. Syllabus
- Hair Dressing I ; Leo Pollacine
- Hair Dressing II ; Martin Green
- Hair Dressing III ; Martin Green, Leo Pollacine
- Note Book on Hair Dressing (Basic and Advance); Compiled by Maya Paranjape
- Habib Jawed, Professional Hair Styling, UBSPD, New Delhi

CHEMICAL HAIR PROCEDURES (BVBW205)

OBJECTIVES:-

• To understand the basic elements of hair designing. • Provide color service in accordance with a client's need or expectations.

To effectively perform hair straightening & hair waving

UNIT - I

Permanent Waving: Principle Actions in cold waving Basic Requirements. Scalp and Hair Analysis Curling Rods Chemical Solutions Sectioning and Blocking Patterns for sectioning and blocking Winding or wrapping the hair. Proper use of end papers. Pre-permanent wave shampoo. Test Curls. Applications of Waving Lotion. Neutralization of the Hair.

UNIT - II

Chemical Hair Relaxing: Action of Chemical Products Analysis of Patron's Hair Strand Test Chemical Hair Relaxing Process

Ammonium Thioglycollate (thio) Relaxer

UNIT - III

Hair Coloring: Classifications of Hair Coloring Aniline Derivative Tints Patch Test Preparation for hair Tinting Permanent hair coloring, Semi Permanent Tints, Temporary colour Rinses.

UNIT - IV

Hair Lightening: Effects of hair Lighteners Problems in hair Lightening Types of lightening Hydrogen Peroxide and its uses Lightening Virgin hair.

Books Recommended:

- The Multicultural Client: Cuts, Styles, and Chemical Services. I-56253-178-6
- Scali-Sheahan, Maura. Milady's Standard Textbook of Professional Barber-Styling. 3rd Edition I-56253-366-5
- Ekstom, Candi, and Louise Cotter. Perm Waving Styles. I-56253-312-6
- Padgett, Mark E.A Contemporary Approach to Permanent Waving. I-56253-101-8
- Zotos Creative Designers. Milady's Perm Techniques. I-56253-172-7
- Arlene Mathew, The complete Beauty Book, Varun Publication, Bangalore.
- Habib Jawed, Professional Hair Styling, UBSPD, New Delhi • Standard Textbook of Cosmetology; My Lady Publication.
- NVQ Level II and III; U.K. Syllabus

MAKE UP ARTISTRY LAB (BVBW206P)

PLANNING FOR PRACTICAL SESSION:-

- Learn and apply the theory of Makeup Consultation and Makeup Preparation, ambience of makeup room, make up colour theory, benefits of makeup application, self presentation of makeup artist,
- Learn and apply the Brush & Base theory, by selecting makeup colours according to skin colour, eye colour, hair colour use
- Learn the selection of appropriate makeup products like concealers, foundations and others Contraindications to makeup.
- Have the knowledge of Basic Makeup Day self makeup Day party makeup Evening party makeup
- Learn the corrective makeup technique as per face shapes Features Nose and Chin shapes Jawline and neck area Eye shapes and Eye brows Lip shapes Wrinkles

HAIR DESIGNING LAB (BVBW207P)

PLANNING FOR PRACTICAL SESSION:-

- Learn and apply the Hair Care Basic Hair Structure Shampooing and Rinsing
- Have the knowledge of Scalp Treatments for dandruff, falling hair, hair breakage, extra strength, growth stimulation and head Massage.

- Learn the use of various hair styles and shaping short hair styling.
- Learn the technique of roller setting, blow drying long hair styling, Buns and Curls on hair, Art of making Switch, Advance hair styles Braiding: Long and Short Hair
- Learn the terms used in hair shaping, all angle cutting razor shaping, layers, boy-cut, club-cut.

CHEMICAL HAIR PROCEDURES LAB (BVBW208P)

PLANNING FOR PRACTICAL SESSION:-

- Learn the technique of permanent waving, principle actions in cold waving Basic Requirements.
- Have the knowledge of scalp, hair analysis, curling rods, use of chemical solutions Sectioning and Blocking Patterns for sectioning and blocking Winding or wrapping the hair.
- Have the knowledge of proper use of end papers. Pre-permanent wave shampoo. Test Curls. Applications of Waving Lotion. Neutralization of the Hair.
- Have the knowledge of Chemical Hair Relaxing: Action of Chemical Products Analysis of Patron's Hair Strand Test Chemical Hair Relaxing Process Ammonium Thioglycollate (thio) Relaxer
- Learn the technique Hair Coloring, Classifications of Hair Coloring Aniline Derivative Tints Patch Test Preparation for hair Tinting Permanent hair coloring, Semi Permanent Tints, Temporary colour Rinses.
- Have the knowledge and application for Hair Lightening, Effects of hair Lighteners Problems in hair Lightening.
- Learn various types of lightening Hydrogen Peroxide and its uses Lightening Virgin hair.

(SEMESTER-III)

VALUE EDUCATION & HUMAN RIGHTS

(BVBW301)

OBJECTIVES:-

The course aims to provide a sharp insight into the importance of human values, ethics, morality and above all the full growth of personality to ensure some total development of the human mind.

UNIT – I

Concept of Human Values, Value Education Towards Personal Development, Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Personal Development, Character Formation Towards Positive Personality, Value Education Towards National and Global Development, National and International Values, Social Values, Professional Values , Religious Values, Aesthetic values.

UNIT – II

Impact of Global Development on Ethics and Values, Conflict of cross – cultural influences, mass media, cross – border education, materialistic values, professional challenges and compromise, Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality, Adolescent Emotions.

UNIT – III

Theraupatic Measures – Control of the mind through: Simplified physical exercise, Meditation – Objectives, types, effect on body, mind and soul, Yoga – Objectives, Types, Asanas, Activities: Moralisation of Desires, Neutralisation of Anger, Eradication of Worries, Benefits of Blessings

UNIT – IV

Human Rights – concepts & evolution, Definitions under Indian and International documents, Broad classification of Human Rights and Relevant Constitutional Provisions, Human Rights of Women and Children, Institutions for Implementation, Violations and Redressal.

Books Recommended:

- Value education and human rights, By R. P. Shukla, Sarup & Sons
- Value Education And Education For Human Rights, By V.C. Pandey, Gyan Publishing House.
- Education for Values, Environment and Human Rights, By Y. K. Sharma, Published by Deep and Deep Publications.
- Human Rights: Twenty First Century Challenges, edited by V.N. Viswanathan (ed. By), Gyan Publishing House.
- Education for Values, Environment and Human Rights, By J. C. Aggarwal, Shipra Publications, 2005
- Human Rights Education: A Global Perspective, edited by Hemlata Talesra, Nalini Pancholy, Mangi Lal Nagda, Published by Daya Books.

BASIC ACCOUNTING

(BVBW302)

OBJECTIVES:-

The course will surely help the students to gain a comprehensive knowledge on the various areas of finance such as basic concepts, role of accounts, preparation of charts and an overview of the subject at the both domestic and international levels.

UNIT – I

Define the accounting process, Describe the role of accountants, Explain accounting concepts and principles, Discuss the concept of the accounting equation, Use the accounting equation to analyze basic transactions in terms of increases and decreases, Reporting financial information on a balance sheet, Determine how transactions change owner's equity in an accounting equation, Reporting a changed accounting equation on a balance sheet, Analyze transactions using T – accounts and using debits and credits, Use debits and credits to record increase and decreases in accounts, Record journal entries in a 5 – column journal, Define accounting terms related to journalizing transactions, Prove and rule a five – column journal and prove cash

UNIT – II

Prepare a chart of accounts and opening accounts, Post separate amounts from a journal to a general ledger, Post column totals from a journal to a general ledger, Make correcting entries, Reconcile a bank statement and record bank service charges, dishonored checks, and petty cash transactions, Describe and prepare the work sheet, Plan and adjust entries on a work sheet, Extend financial statement information on a work sheet, Find and correct errors on a work sheet, Describe the content and purpose of the three basic financial statements and how they are related.

UNIT – III

Journalize and post adjusting entries, Journalize and post closing entries and prepare a post – closing trial balance. Reinforcement 1B, Describe the nature of merchandising business, Describe and be able to journalize purchases of merchandise for cash, Describe and be able to journalize purchases of merchandise on account and buying of supplies, Describe and be able to journalize cash payments and other transactions, Journalizing sales (compute sales tax) and cash receipts, Describe the concept of subsidiary ledgers, Journalize and post using accounts payable subsidiary ledgers, Journalize and post using accounts receivable subsidiary ledgers

UNIT – IV

Prepare payroll records, Preparing payroll time cards, Calculating employee total earnings, Determining payroll tax withholding, Preparing payroll checks, Record, and journalize the payroll for a merchandising business, Record employer payroll taxes, Reporting, and paying withholding and payroll taxes, Prepare a worksheet for a merchandising business, Analyzing and adjusting the Merchandise Inventory account, Analyzing and adjusting the Supplies account, Analyzing and adjusting the Prepaid Insurance account, Prepare a multiple – step income statement for a merchandising business, Analyzing component percentages of income statements showing net income and net loss, Prepare a distribution of net income and owner's equity statements, Prepare a classified balance sheet

Books Recommended:

- Basic Accounting: The step-by-step course in elementary accountancy, By Nishat Azmat, Andy Lymer, Hachette UK.
- Basic Accounting, By Rajni Sofat, PHI Learning Pvt. Ltd.
- BASIC ACCOUNTING, By SOFAT, RAJNI , HIRO, PREETI, PHI Learning Pvt. Ltd.
- Accounting for Beginners, By Kokab Rahman, Createspace Independent Pub, 2013

ADVANCE MAKEUP TECHNIQUES

(BVBW303)

OBJECTIVES:-

- Perform make-ups safely & hygienically,
- Perform makeup's to time & include various techniques, for a variety of occasions on a variety of clients.
- Perform makeup for media, theater, TV, portfolio & ramp.
- Making students proficient in using advance make up techniques like Air Gun.

UNIT - I

Preparing the face for make- up, Trolley Setting, Makeup Consultancy Chart, use of Air Brush Makeup

UNIT - II

Different make- ups Wet look make up, Engagement make up, Bridal make up, Reception make up, Groom Makeup,

Makeup for fashion show

UNIT - III

Advance Make up Portfolio, Glossy Make Up, Ramp Make Up, Black & White Make Up, Fantasy Make Up

UNIT - IV

Illusion Make Up Cut Marks, Stitch Marks, Accidental Marks, Burn Marks, Old Age, Blood Coming out of mouth. High standard of hygiene and safety, precautions, Cleaning Tools and Equipment. Make up removal procedure and products.

Books Recommended:

- Kevyn Aucoin, Harper Collins, The Art of Make-up _
- Mary Quant, DK Publishing, Classic Makeup and Beauty _
- Kevyn Aucoin, Little Brown and Company, Face Forward _
- Kevyn Aucoin, Little Brown and Company. Making Faces _
- Arlene Mathew, The complete Beauty Book, Varun Publication, Bangalore
- Milady's, Text Book of Cosmetology, Milady Publication, America

BODY THERAPY

(BVBW304)

OBJECTIVES:-

- Improve physical fitness & analyze the figure and posture defects.
- To understand the importance of perfect body postures.
- Impact of massage on the skin & muscles for figure improvement.
- Techniques of heat treatment and its effect.

UNIT - I

Figure Diagnosis - Analysis of the figure. Postural defects. The correct standing posture. Body types. Specific figure faults. Manual body assessment. Tests for muscle strength. The underweight client. Common figure faults. Diet-The First Step to Figure Improvement - Food: Definition, Functions and Importance, Methods to increase the nutritive value of food. Nutrients: Proteins, Carbohydrates, Fats. Vitamins -A, D, E, K, B1, B2, B3, C Minerals-Iron, Calcium, Phosphorus, Sodium, Potassium, Iodine; Fiber, Water-sources, functions, effect of deficiency and excess of all the nutrients. Balanced diet: Different food-groups, Role of balanced diet in improving the quality of skin and hair, balanced diet for adolescents and adults. Obesity throughout life. Health hazards of obesity. Calorie controlled and low carbohydrate diets. High protein diets.

UNIT - II

Figure Improvement Through Exercise The value of exercise. The skeletal system. The muscular system. Exercise starting positions. General exercise. Correct breathing. Isotonic and isometric exercise. Progressive resistance exercise. Concentric and eccentric muscle work, Relaxation techniques.

UNIT - III

Manual Massage General effects and benefits of massage. Effects of massage on the skin, muscles and adipose tissue. Definition and classification of massage movements. Requirements for massage. Equipment for massage. Working stance. Hand contact and flexibility. Medical liaison and contra indications to massage. Preparation for massage. Treatment organization and adaptation. Massage sequence. Heat Therapy and Lamp Treatments Forms of heat therapy. Safety in the clinic. Effects of heat on the body. Contra-indications to general heat therapy. Paraffin wax treatment. Ultra violet treatment. Infrared and radiant heat treatments.

UNIT - IV

Special Reduction Body Treatment General treatments Contra-indications, application effects and benefits of treatment. . Vibratory treatments. Galvanic treatments. High frequency treatment direct and indirect. Vacuum Massage Faradic

Books Recommended:

1. Body treatments for the Beauty Therapist; Ann Gallant ISBN 0-85950401
2. Body Treatments & Dietetics for the Beauty Specialist; Ann Gallant ISBN 0-859504018

SALON AND CUSTOMER CARE (BVBW305)

OBJECTIVES:-

- To increase students understanding of the importance of salon and customer care
- To promote safe hygienic and healthy work practices.
- To develop students communications and interpersonal skills.
- To provide opportunities for students to practice reception skills specific to the service industry.
- To familiarize students with salon planning and design.
- To develop students awareness of professional training and career opportunities within the cosmetic industry.
- Consulting with clients to determine their needs and preferences.

UNIT – I

Salon professional: Roles and duties, Work ethics. Importance of maintaining a healthy life style-exercise, image, rest.

UNIT – II

Reception skills: Role and duties of a receptionist, enter appointments in an appointment book for various services, answering phone calls, take and record a message for a client or another member of staff, accept different types of payments, complete a gift voucher, display of stock to promote sales.

UNIT – III

Ergonomic principles: Foot, leg, hand, wrist, hips, knees, neck, back, shoulder, chest; Ergonomically designed salon equipments availability, benefits, design. Safety: Potential safety hazards found in a hair salon, potentially hazardous substances found in salons, safe and hygienic disposal of waste, safe use of hair equipments, fire preventions and fire fighting equipments, fire evacuation procedure for a salon.

UNIT – IV

Salon Design: Features of good salon design, furnishing and equipments for a hair salon, layout and décor for a hair salon

Books Recommended:

1. Beauty Therapy, The Official Guide to Level 2 by Lorraine Nordmann, Publisher: Macmillan Useful as a reference text for the teacher/tutor.
2. Creating an Excellent Salon by Iris Rigazzi-Traling, Publisher: Holdder & Stoughton Useful as a reference text for the teacher/tutor.

ADVANCE MAKEUP TECHNIQUES LAB (BVBW306P)

LIST OF EXPERIMENTS:-

- Learn the art of preparing the face for make-up, Trolley Setting, Makeup Consultancy Chart, use of Air Brush Makeup.
- Learn the process and application of different make-ups, wet look make up, Engagement make up, Bridal make up, Reception make up, Groom Makeup, Makeup for fashion show

- Have the knowledge and application of Advance Make up Portfolio, Glossy Make Up, Ramp Make Up, Black & White Make Up, Fantasy Make Up
- Have the knowledge of Illusion Make Up Cut Marks, Stitch Marks, Accidental Marks, Burn Marks, Old Age, Blood Coming out of mouth.
- Learn the process for High standard of hygiene and safety, precautions, Cleaning Tools and Equipment. Make up removal procedure and products.
- PPT
- Paper presentation

BODY THERAPY LAB

(BVBW307P)

LIST OF EXPERIMENTS:-

- Acquire the knowledge of Figure Diagnosis - Analysis of the figure. Postural defects. The correct standing posture.
- Body types. Specific figure faults. Manual body assessment. Tests for muscle strength. The underweight client. Common figure faults.
- Consult the right Diet-The First Step to Figure Improvement - Food: Definition, Functions and Importance.
- Have the knowledge to increase the nutritive value of food. Nutrients: Proteins, Carbohydrates, Fats. Vitamins -A, D, E, K, B1, B2, B3, C Minerals-Iron, Calcium, Phosphorus, Sodium, Potassium, Iodine; Fiber, Water-sources, functions, effect of deficiency and excess of all the nutrients.
- Develop the concept of balanced diet, Different food-groups, Role of balanced diet in improving the quality of skin and hair, balanced diet for adolescents and adults.
- Learn how to avoid obesity throughout life. Health hazards of obesity. Calorie controlled and low carbohydrate diets.
- High protein diets.
- Learn the tools and techniques for figure improvement through Exercise The value of exercise. The skeletal system.
- The muscular system. Exercise starting positions. General exercise. Correct breathing. Isotonic and isometric exercise. Progressive resistance exercise. Concentric and eccentric muscle work, Relaxation techniques.
- Learn the Manual Massage General effects and benefits of massage. Effects of massage on the skin, muscles and adipose tissue. Definition and classification of massage movements. Requirements for massage. Equipment for massage. Working stance. Hand contact and flexibility.
- Have the knowledge Medical liaison and contra indications to massage. Preparation for massage. Treatment organization and adaptation. Massage sequence.
- Develop the concept of and the apply the same for Heat Therapy and Lamp Treatments Forms of heat therapy.
- Safety in the clinic.
- Learn the effects of heat on the body. Contra-indications to general heat therapy. Paraffin wax treatment. Ultra violet treatment. Infrared and radiant heat treatments.
- Have the knowledge of Special Reduction Body Treatment General treatments Contra-indications, application effects and benefits of treatment. . Vibratory treatments. Galvanic treatments. High frequency treatment direct and indirect. Vacuum Massage Faradic.
- PPT
- Paper presentation

SALON AND CUSTOMER CARE LAB (BVBW308P)

LIST OF EXPERIMENTS:-

- Have the knowledge of Salon professional: Roles and duties, Work ethics. Importance of maintaining a healthy life style-exercise, image, rest.
- Acquire and apply the same for Reception skills: Role and duties of a receptionist, enter appointments in an appointment book for various services, answering phone calls.
- Learn how to take and record a message for a client or another member of staff, accept different types of payments, complete a gift voucher, display of stock to promote sales
- Have the knowledge of Ergonomic principles: Foot, leg, hand, wrist, hips, knees, neck, back, shoulder, chest; Ergonomically designed salon equipments availability, benefits, design.
- Have the knowledge of Safety: Potential safety hazards found in a hair salon, potentially hazardous substances found in salons, safe and hygienic disposal of waste, safe use of hair equipments, fire preventions and fire fighting equipments, fire evacuation procedure for a salon.
- Learn the art of Salon Design: Features of good salon design, furnishing and equipments for a hair salon, layout and décor for a hair salon
- PPT

PRACTICE SESSION ON BASIC ACCOUNTING (BVBW309P)

PLANNING FOR PRACTICAL SESSION:-

- Assignment on discussed topics
- Case studies analysis

(SEMESTER-IV)

ENVIRONMENTAL STUDIES

(BVBW401)

OBJECTIVES:-

1. To learn the importance in conservation of environment and natural resources.
2. To learn causes, effects and control measures of environmental pollution.
3. To understand the concepts of disaster management and preparedness to overcome

UNIT – I

General: Environmental segments, environmental degradation, environmental impact assessment. Concept of Ecosystem: Fundamental of Ecology and Ecosystem, components of ecosystem, food-chain, food-web, trophic levels, energy flow, cycling of nutrients, major ecosystem types (forest, grass land and aquatic ecosystem).

UNIT – II

Air Pollution: Atmospheric composition, energy balance, classification of air pollutants, source and effect of pollutants – Primary (CO, SO_x, NO_x, particulates, hydrocarbons), Secondary [photochemical smog, acid rain, ozone, PAN (Peroxy Acetyl Nitrate)], green house effect, ozone depletion, atmospheric stability and temperature inversion, Techniques used to control gaseous and particulate pollution, ambient air quality standards.

UNIT – III

Water Pollution: Hydrosphere, natural water, classification of water pollutants, trace element contamination of water, sources and effect of water pollution, types of pollutants, determination and significance of D.O., B.O.D., C.O.D. in waste water, Eutrophication, methods and equipment used in waste water treatment preliminary, secondary and tertiary.

UNIT – IV

Land Pollution & Noise Pollution: Lithosphere, pollutants (agricultural, industrial, urban waste, hazardous waste), their origin and effect, collection of solid waste, solid waste management, recycling and reuse of solid waste and their disposal techniques (open dumping, sanitary land filling, thermal, composting). Noise Pollution: Sources, effect, standards and control.

UNIT – V

Environmental Biotechnology: Definition, current status of biotechnology in environmental protection, bio-fuels, bio-fertilize, bio-surfactants, bio-sensor, bio-chips, bio-reactors. Pollution Prevention through Biotechnology: Tannery industry, paper and pulp industry, pesticide industry, food and allied industry.

Text Book(s):

1. Environment and Ecology by Piyush Kant Pandey and Dipti Gupta (Sum India Publication)
2. A Textbook of Environmental Chemistry and Pollution Control by S.S. Dara (S. Chand and Company)

Reference Books:

1. Masters, G.M. Introduction to Environment Engineering and Science (Prentice Hall of India).
2. Environmental Chemistry by A.K. Dey (Eastern Ltd.).
3. Environmental Chemistry by B.K. Sharma (Krishna Prakashan).
4. Nebel B.J. Environmental Science (Prentice Hall of India-1987).
5. Environmental Biotechnology by S.N. Jogdand (Himalaya Publishing House).
6. Introduction to Environmental Biotechnology by A.K. Chatterji (Prentice Hall of India).

QUALITY MANAGEMENT (BVBW402)

OBJECTIVES:-

This course will help the students to digest the basic features of the subject apart from a handful of theories, laws, hypothesis included in the course, before the students stamp their feet on the corporate sector.

UNIT - I

Introduction to Quality Management, Evolution of Quality Management, Concepts of Product and Service Quality Dimensions of Quality, Deming's, Juran's, Crosby's Quality Philosophy, Quality Cost

UNIT - II

Introduction to Process Quality, Graphical and statistical techniques for Process Quality Improvement Graphical tools for data representation, 7 QC tools

UNIT - III

Sampling, sampling distribution, and hypothesis Testing Regression, Control charts, Process capability analysis, Measurement system analysis, Analysis of Variance (ANOVA), Design and Analysis of Experiment (DOE), Acceptance sampling plan, TQM, Leadership, Lean and JIT Quality Philosophy, Benchmarking, Process failure mode and effect analysis(PFMEA), Service Quality, Six sigma for Process Improvement, ISO 9001 and QS 9000

Quality Audit, Quality Circles

UNIT - IV

Quality Improvement, Quality Function Deployment, Robust Design and Taguchi Method, Design Failure Mode & Effect Analysis, Product Reliability Analysis, Six Sigma in Product Development

Books Recommended:

1. D. C. Montgomery, Introduction to Statistical Quality Control, John Wiley & Sons, 3rd Edition.
2. Mitra A. , Fundamentals of Quality Control and Improvement, PHI, 2nd Ed. , 1998.
3. J Evans and W Linsay, The Management and Control of Quality, 6'th Edition, Thomson, 2005
4. Besterfield, D H et al. , Total Quality Management, 3rd Edition, Pearson Education, 2008.
5. D. C. Montgomery, Design and Analysis of Experiments, John Wiley & Sons, 6th Edition, 2004
6. D. C. Montgomery and G C Runger, Applied Statistics and Probability for Engineers, John Wiley & Sons, 4th Edition.

SPA INDULGENCE (BVBW403)

OBJECTIVES:-

• To discuss the purpose of massage • To demonstrate the manipulation in massage • To understand the working and ethics of spa • Understand the importance of various oils for treatments. • To explain the scientific basis of Aromatics & Essences.

UNIT - I

Spa Therapies: Introduction to Spa, History and origin of the spa, Types, Product, Layout, Importance, System, Principles and classification, Spa House Keeping, Spa etiquettes and grooming, Basics of spa management, Marketing for Spa.

UNIT - II

Swedish Massage, Lomi-Lomi Massage, Deep Tissue Massage, Traditional Thai Massage, Ayurvedic Abhangya, Balinese Massage Javanese Lulur.

UNIT - III

Aroma Therapy History of Aroma Therapy Natural Sources of Essential Oils Basic Chemistry/Aroma Chemistry In-depth Study of Oil and Methods of Extraction and Yield Blending Objective method & Types of notes.

UNIT - IV

Uses of Essential Oil Oil-Detail study for oils (21 oils) Carrier Oil Treatment Oils-Therapeutic references, Therapeutic name. Action of Oils Plant Families. Health, Safety and hygiene regulations. Contra Indications.

Books Recommended:

- The Illustrated Guide to Massage and Aromatherapy by Catherine Stuart.
- Milder's Standard Cosmetology, Delmar Cengage Learning
- Tanushree Podder, The Magic of Massage, Pustak Mahal, Delhi
- Clare Maxwell-Hudson, "The complete Book of Massage, 1st ed., New York, random House.
- Sharma, Rajiv, Massage for Good Health, Diamond Pocket Books (P) Ltd. _ Baiz Rodolfe, Healing Power of Essential Oils, Twin Lakes, Wisconsin.
- D. Milli Austin, Healing Bath: Using Essential Oil Therapy to Balance Body Energy, Inner Tradition, Vermont

BASIC AYURVEDA, NATUROPATHY AND BEAUTY (BVBW404)

OBJECTIVES:-

• To provide basic knowledge about the various beauty treatments in Ayurveda. • To give insight into various naturopathy treatments related to beauty. • To help student gain basic knowledge about the process and benefits of Shirodhara & Potli Massage.

UNIT - I

Principles of Ayurveda: Beauty treatment in Ayurveda:- Skin treatment for Acne, Sunburns, Hyper-pigmentations, Freckles, Dark under eyes circles, Blemishes, Stretch marks, Scars and Anti ageing. Ayurvedic treatment for Hair fall, Pre-mature Graying, Baldness, chemically (damaged) coloured hair. Ayurvedic Massage therapy- Abhyanga, Hot Stone Massage. Ayurvedic steam bath.

UNIT - II

Beauty and Naturopathy: Basic knowledge about Naturopathy. Various treatments with nature cure such as: Earth (Mud Therapy), Air therapy, Diet therapy (Fasting), Water therapy (Steaming etc.). Fire therapy

UNIT - III

Shirodhara: Potli and Indian Head Massage : Purpose, History, Benefits, Essential steps, Treatment , preparation, Safety precautions/Do's & Don'ts, After care.

UNIT - IV

Indian Head Massage: Purpose, History, Benefits, Essential Steps, Treatment Preparation, Safety , Precautions, After Care/ Home Care. Potli Massage: Purpose, History, Benefits, Essential steps, Treatment preparation, Safety , precautions/Do's & Don'ts, After care

Books Recommended:

- Prof. Holger Hannemann. Magnetic Therapy: Balancing your energy flow for self healing
- Andrew Salter, The Conditioned Reflex Therapy Classic Book on Assertiveness that began Behavior Therapy Published
- Diane Buchman, Blanche Fried, The Complete Book on Water Therapy
- Ruth Sova, The Water way to Mobility and Pain free.

HAIR TRICHOLOGY (BVBW405)

OBJECTIVES:-

- Understand different types of hair loss and their causes.
- Various options for hair loss treatments.
- Recognize hair and scalp disorders commonly seen in the salon and know which can be treated there.

UNIT – I

Introduction to Trichology and the Trichological Sciences Anatomy & Physiology of the Human Hair and Scalp: Structure and Function

UNIT – II

Hair Loss conditions and their causes: Alopecia Areata (patchy hair loss), Alopecia Totalis & Universalis , Androgenic Alopecia in males and females (genetic hair loss) , Anagen and Telogen Effluviums (hair shedding) , Cicatricle Alopecia (scarring hair loss)

UNIT – III

Hair fiber disorders: Traction Alopecia (hair breakage) , Genetic and congenital hair fibre problems Scalp disorders: , Folliculate scalp breakouts , Seborrhea Dermatitis (scalp flaking) Other hair & scalp conditions: Trichotillomania (hair pulling) , Hirsutism (too much body hair)

UNIT – IV

Salon Treatments for Hair Loss & Scalp Problems Trichology Consultation: • Recognizing different hair loss and scalp conditions.

Books Recommended:

1. George Thomas Jackson, "A Practical Treatise on the Diseases of the Hair and Scalp" Cambridge Scholars Publishers.
2. Rodney Dawber R P R Dawber, "Diseases of the Hair and Scalp (English) 3rd Edition", Blackwell Science Inc.
3. Stephen Williams, "Hair Loss: Erase The Embarrassment With Helpful Tips To Keep Your Hair Healthy From Scalp To Tip", Stepem Williams Publishers.
4. Diane B. Eisman and Eugene H. Eisman, Pocket Books UK, 2000, The Bald Truth: The First Complete Guide to Preventing And
5. Treating Hair Loss.

SPA INDULGENCE LAB (BVBW406P)

LIST OF EXPERIMENTS:-

- Have the knowledge of Spa Therapies: Introduction to Spa, History and origin of the spa, Types, Product, Layout, Importance, System.
- Have the know-how of Principles and classification, Spa House Keeping, Spa etiquettes and grooming, Basics of spa management, Marketing for Spa.
- Learn the art of Swedish Massage, Lomi-Lomi Massage, Deep Tissue Massage, Traditional Thai Massage, Ayurvedic Abhangya, Balinese Massage Javanese Lulur.
- Have the know-how of Aroma Therapy History of Aroma Therapy Natural Sources of Essential Oils Basic Chemistry/ Aroma Chemistry In-depth Study of Oil and Methods of Extraction and Yield Blending Objective method & Types of notes.
- Learn the uses of Essential Oil Oil-Detail study for oils (21 oils) Carrier Oil Treatment Oils-Therapeutic references, Therapeutic name. Action of Oils Plant Families. Health, Safety and hygiene regulations. Contra Indications.
- PPT
- Paper presentation

BASIC AYURVEDA, NATUROPATHY AND BEAUTY LAB (BVBW407P)

LIST OF EXPERIMENTS:-

- Learn the Principles of Ayurveda: Beauty treatment in Ayurveda:- Skin treatment for Acne, Sunburns, Hyper-pigmentations, Freckles, Dark under eyes circles, Blemishes, Stretch marks, Scars and Anti ageing.
- Develop the concept and apply the same for Ayurvedic treatment for Hair fall, Pre-mature Graying, Baldness, chemically (damaged) coloured hair.
- Learn the process of Ayurvedic Massage therapy- Abhyanga, Hot Stone Massage. Ayurvedic steam bath.
- Beauty and Naturopathy: Basic knowledge about Naturopathy and Various treatments with nature cure such as: Earth (Mud Therapy), Air therapy, Diet therapy (Fasting), Water therapy (Steaming etc.). Fire therapy
- Have the know-how of Shirodhara: Potli and Indian Head Massage : Purpose, History, Benefits, Essential steps, Treatment , preparation, Safety precautions/Do's & Don'ts, After care.

- Have the know-how of Indian Head Massage: Purpose, History, Benefits, Essential Steps, Treatment Preparation, Safety , Precautions, After Care/Home Care.
- Learn the concept and apply the same for Potli Massage: Purpose, History, Benefits, Essential steps, Treatment preparation, Safety , precautions/Do's & Don'ts, After care
- PPT
- Paper presentation

HAIR TRICHOLOGY LAB

(BVBW408P)

LIST OF EXPERIMENTS:-

- Introduction to Trichology and the Trichological Sciences Anatomy & Physiology of the Human Hair and Scalp:
- Structure and Function
- Have the knowledge of Hair Loss conditions and their causes: Alopecia Areata (patchy hair loss), Alopecia Totalis & Universalis , Androgenic Alopecia in males and females (genetic hair loss) , Anagen and Telogen Effluviums (hair shedding) , Cicatrice Alopecia (scarring hair loss)
- Have the knowledge for Hair fiber disorders: Traction Alopecia (hair breakage) , Genetic and congenital hair fibre problems Scalp disorders: , Folliculate scalp breakouts , Seborrhea Dermatitis (scalp flaking) Other hair & scalp conditions: Trichotillomania (hair pulling) , Hirsutism (too much body hair)
- Learn and apply Salon Treatments for Hair Loss & Scalp Problems Trichology Consultation: • Recognizing different hair loss and scalp conditions.
- PPT
- Paper presentation

(SEMESTER-V)

INDIAN ECONOMY & SOCIAL CHANGES

(BVBW501)

OBJECTIVES:-

The subject aims to cover a broad canvas of the Indian economy from independence to the present era including the possible social changes witnessed over the period of time.

UNIT – I

Indian Economy on the eve of Independence, British rule and its impact on Indian Economy, Emergence and development of Planning exercise in India - historical debates, plan models and shift in focus over time

UNIT – II

Output (National Income) and Employment Structure of Indian Economy; Composition and relative rates of growth of agriculture, industry and services sectors; Sub - sectoral analysis. Trends and patterns in structure of population over time - growth rate, gender, rural - urban, literacy, regional; Structure and trends of Poverty and Inequality (interpersonal and regional);

UNIT – III

Inflation - trends, structure and causes; Unemployment - trends, structure and types. Trends in Agricultural Production and Productivity; Land Reforms - Genesis, Progress and current status; Green Revolution - Measures and its effects. Trends and Patterns of Industrial Sector; Changes in the structure of Indian Industry; Small Scale Industries - Growth, Structure and its contribution in national economy; Public Sector - Growth, Structure, Historical role, Evolution and Dilution. Trends in Exports and Imports; Composition and Direction of Foreign Trade; Balance of Payments - Current Status

UNIT - IV

Introduction to different theories of social change, Social conditions and religious thought.

Books Recommended:

- R Dutta and K P M Sundaram: Indian Economy, S Chand
- A. N. Agarwal: Indian Economy, Problems of Development and Planning, New Age.
- Mishra and Puri: Indian Economy, Himalaya.
- Planning Commission: Eleventh Five Year Plan, Vol I, II and III, Academic Foundation.
- Government of India: Economic Survey (latest issue)

RESEARCH METHODOLOGY

(BVBW502)

COURSE OBJECTIVE:-

- To familiarize Students with basic of research and the research process.
- To enable the participants in conducting research work and formulating research synopsis and report.
- To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

Course Learning Outcomes: After completion of these courses students will be able to understand-

CO-I: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.

CO-II: Have basic knowledge on qualitative research techniques

CO-III: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis

CO-IV: Have basic awareness of data analysis-and hypothesis testing procedures

CO-V: Understand about research tools.

Unit I

Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process

Unit II

Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic &Importance , Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.

Unit III

Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication. Merging the two approaches. Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio. Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Determining size of the sample – Practical considerations in sampling and sample size.

Unit IV

Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association. Interpretation of Data and Paper Writing – Layout of a Research Paper, Journals in Computer Science, Impact factor of Journals, When and where to publish ? Ethical issues related to publishing, Plagiarism and Self-Plagiarism.

Unit V

Use of Encyclopedias, Research Guides, Handbook etc., Academic Databases for Computer Science Discipline. Use of tools / techniques for Research: methods to search required information effectively, Reference Management Software like Zotero/ Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism

Learning Outcomes:

1. Students will understand a general definition of research design.
2. Students will know why educational research is undertaken, and the audiences that profit from research studies.
3. Students will be able to identify the overall process of designing a research study from its inception to its report.
4. Students will be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research

Assessment Tools:- Written examinations, Case study discussions, Viva examinations.

Books Recommended: -

1. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
2. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
3. Research Methodology – C.R.Kothari

LASER FUNDAMENTALS AND SAFETY (BVBW503)

OBJECTIVES:-

- To acquaint the students with latest cosmetic laser techniques.
- To acquaint the students with safety procedures while using lasers.
- To acquaint the students indications & contradictions applicable to use of laser.
- To acquaint the students with bioethics.
- To acquaint the students with medico-legal aspects.

UNIT - I

Introduction to Lasers History, Laser Physics & Vocabulary Type of Laser Laser & Skin Interaction, Laser Chromospheres, Choosing Appropriate Settings, Available aesthetic laser technologies in the world.

UNIT - II

Laser Safety: contraindications/Eye Protection/ Flammable Liquids and Gases/ Smoke/ Hazard/ Access and Signage Patient psychology and Expectation

UNIT - III

Advance laser and their indications Intense pulsed light Pre-and post treatment do's and don's Skin rejuvenation Skin resurfacing Skin tightening Permanent Hair Reduction Treatments of Acne scarring Comparison between laser Management and complications of laser and IPL Considerations for laser equipment purchase

UNIT - IV

Important considerations How to market your practice and build your customer base Medico-legal aspects of cosmetic dermatology Ethics in cosmetic practice What do buy and where to buy

Books Recommended:

- The laser guide book; Jeff Hecht. New York McGraw- Hill.
- Principles of laser, Orazio Svelto, New York Plenum.
- Understanding laser: an entry level guide. Jeff Hecht. New York IEEE press.
- Introduction to laser & their application: Donald C O'shea, W. Russell Callen & William IT. Rhodess, Reading Mass: Addison Wesley Publishing Co.

ELECTRICAL & CHEMICAL TREATMENTS (BVBW504)

OBJECTIVES:-

- Explain and discuss the electrical currents used in beauty therapy.
- Understand the safety and preparatory procedures for these treatments, including contra-indications.
- Perform hygienically, successfully and safely, to a commercial standard and time, each treatment, to suit each individual client, on a variety of clients.
- Explain the physiological and psychological effects and the aftercare advice for each treatment.

UNIT – I

Chemical Peels: Introduction to Peels, Superficial, Medium, Deep, Augmented Peels, Characteristics, AHA superficial peeling, Peeling for melasma, wrinkles, acne & fair skin, Peeling for skin rejuvenation. Equipment, commercially and effectively used for facial treatments.

UNIT – II

Electrical Treatments: Neuromuscular electrical stimulation (faradic current), Infrared, High Frequency, Vacuum suction, Mechanical brush cleaner, Galvanic facial (iontophoresis and deincrustation), Ultra Violet, Steam (with and without ozone), Mechanical Massagers.

UNIT – III

Care & storage of electrical equipments: sterilization of equipment, high standard of hygiene & safety selection of appliance, equipment to suit the client's need,

UNIT – IV

Physiological and psychological effect of the electrical and chemical treatment, treatment time, benefits and contraindications of the treatment. Precautions (before & after). Record keeping pertaining to the treatment.

Books Recommended:

- Unfolding revolution of chemical peels by Sita Paudal
- Manual of Chemical Peels; Superficial & medium depth, Mark G. Rubin. Lippincott William & Wilkins: ISBN-13:978-0397515066
- Textbook of Chemical Peels (1st Edition): Philippe Depicz, E-book ISBN: 9780203347416
- Step by Step chemical Peels: Khungar Niti: J.P. Digital: ISBN: 9783184485301

PRE-BRIDAL GROOMING PLAN

(BVBW505)

OBJECTIVES:-

- To enable the students to develop practical skills in giving pre-bridal services.
- To enable the students In framing pre-bridal packages according to the requirements and budgets.
- To enable the students to design the services in a given time frame.
- To inculcate unique selling points in students through blogs, rehearsals and photo shoots. Pre - Bridal Sessions:

UNIT - I

Face: Eyebrow grooming, facial for nourishing the skin, IPL treatment to reduce hair growth, if required. Body: Diet consultation and Gym enrollment for figure correction, Body waxing, bleaching and polishing treatment, Aromatherapy for deep massage. Hand & Feet care: Manicure & Pedicure, Nail art, professional mehndi designing, artificial nails if desired.

UNIT - II

Hair: Improving the quality of hair, treatment for dandruff prone/ damaged hair, treatment/ hair colour for gray hair, hair spa and different hair styles for different ceremonies. Spa: Weekend indulgence

UNIT - III

Pre - Bridal Packages: Designing pre - bridal/bridal packages for different prices, Designing wedding blogs and inviting reviews. Fixing bridal makeup team, hair designing team & treatment team. Dress rehearsal: Trial make over sessions & draping according to different cultures & themes.

UNIT - IV

Deciding on hair accessories, bridal jewellery & cosmetics, Photo shoots & head shoots session for bride before & after makeup, Designing of short term make up courses for brides to be, Wedding wishes

Books Recommended:

- Rar Morris "Express Makeup"
- Bobby Brown "Makeup Manual".

- Makeup Makeovers: Expert secrets for stunning transformation. Robert Jones.
- Making Faces: Kevyn Aucoin.
- JemmaKidds “Make up Masterclass” Beauty Bible of Professional Techniques & Wearable Look.

LASER FUNDAMENTALS AND SAFETY LAB

(BVBW506P)

LIST OF EXPERIMENTS:-

- Introduction to Lasers History, Laser Physics & Vocabulary Type of Laser Laser & Skin Interaction, Laser
- Chromospheres, Choosing Appropriate Settings, Available aesthetic laser technologies in the world.
- Learn the tools for Laser Safety: contraindications/Eye Protection/ Flammable Liquids and Gases/ Smoke/ Hazard/ Access and Signage Patient psychology and expectation
- Have the knowledge for Advance laser and their indications Intense pulsed light Pre-and post treatment.
- Learn the do’s and don’ts for Skin rejuvenation Skin resurfacing Skin tightening Permanent Hair Reduction.
- Have the knowledge for Treatments of Acne, scarring.
- Learn the Comparison between laser Management and complications of laser and IPL Considerations for laser equipment purchase
- Have the adequate market knowledge for your practice and building your customer base Medico-legal aspects of cosmetic dermatology ethics in cosmetic practice What do buy and where to buy.
- PPT
- Paper presentation

ELECTRICAL & CHEMICAL TREATMENTS

LAB

(BVBW507P)

LIST OF EXPERIMENTS:-

- Chemical Peels: Introduction to Peels, Superficial, Medium, Deep, Augmented Peels, Characteristics, AHA
- superficial peeling, Peeling for melasma, wrinkles, acne & fair skin, Peeling for skin rejuvenation. Equipment, commercially and effectively used for facial treatments.
- Have the knowledge of Electrical Treatments: Neuromuscular electrical stimulation (faradic current), Infrared, High Frequency, Vacuum suction, Mechanical brush cleaner, Galvanic facial (iontophoresis and deincrustation), Ultra Violet, Steam (with and without ozone), Mechanical Massagers.
- Learn the tools and techniques Care & storage of electrical equipments: sterilization of equipment, develop the concept of high standard hygiene & safety selection of appliance, equipment to suit the client’s need.
- Have the know-how of Physiological and psychological effect of the electrical and chemical treatment, treatment time, benefits and contraindications of the treatment. Precautions (before & after). Record keeping pertaining to the treatment.
- PPT
- Paper presentation

PRE-BRIDAL GROOMING PLAN LAB (BVBW508P)

LIST OF EXPERIMENTS:-

- Pre - Bridal Sessions: Have the basic concept of Face: Eyebrow grooming, facial for nourishing the skin, IPL treatment to reduce hair growth, if required. Body: Diet consultation and Gym enrollment for figure correction.
- Learn the procedure for Body waxing, bleaching and polishing treatment, Aromatherapy for deep massage. Hand & Feet care: Manicure & Pedicure, Nail art, professional mehndi designing, artificial nails if desired.
- Have the know-how of Improving the quality of hair, treatment for dandruff prone/ damaged hair, treatment/ hair colour for gray hair.
- Learn the technique of hair spa and different hair styles for different ceremonies. Spa: Weekend indulgence.
- Have the essential knowledge for Pre - Bridal Packages: Designing pre - bridal/bridal packages for different prices, Designing wedding blogs and inviting reviews.
- Have the know-how for Fixing bridal makeup team, hair designing team & treatment team. Dress rehearsal: Trial make over sessions & draping according to different cultures & themes.
- Develop the creativity for hair accessories, bridal jewellery & cosmetics, Photo shoots & head shoots session for bride before & after makeup.
- Learn the art for Designing of short term make up courses for brides to be, Wedding wishes.
- PPT
- Paper presentation

(SEMESTER-VI)

GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT

(BVBW601)

OBJECTIVES:-

The classic blend of psychology and human resource will help to deal with the individuals in the corporate sector. The study of proper human mind is to be emphasized before the role of human resource management comes to play.

UNIT – I

Introduction to psychology, Nature of psychology; Basic concepts: Person, States of Consciousness: Sleep and Wakefulness and altered States of Consciousness, Behavior and Experience, II Evolution of the discipline of psychology; Psychology and other disciplines; Linkages across psychological processes

UNIT - II

Methods of psychology, The bases of human behavior, Evolutionary perspective on human behavior; Biological and cultural roots; Nervous system and endocrine system: Structure and relationship of with behavior and experience; Brain and behavior, Socialization, Enculturation and Acculturation; Globalization; Diversity and pluralism in the Indian context.

UNIT - III

Evolution and growth of human resource management (with special reference to Scientific management and Human relations approaches). Role of HR in strategic management. Nature, objectives, scope, and functions of HR management, Challenges of HR (the changing profile of the workforce - knowledge workers, employment opportunities in BPOs, IT and service industries, Flexi options), Workforce diversity (causes, paradox, resolution of diversity by management).

UNIT - IV

Concepts of line - staff in the structure of human resource department and the role of human resource manager, Manpower planning, Job analysis, Job evaluation.

Books Recommended:

- General Psychology by S. Dandapani, Neelkamal Publication (2016)
- General Psychology by R. K. Gupta
- Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw - Hill, New Delhi.
- Bhattacharyya Kumar Deepak (2006) Human Resource Managing, Excel Books, New Delhi.
- Cascio F. W. (2003) Managing Human Resources, Productivity, Quality of Life, Profits, Tata Mc - Graw - Hill, New York.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

(BVBW602)

OBJECTIVES:-

The course aim to give a shape to understand the validity of various entrepreneurship development programs in the field of economics and its related concepts.

UNIT - I

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India, Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

UNIT - II

General awareness about identification of project financing new enterprises; Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Over run finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

UNIT - III

To identify different Discuss opportunities in small business; Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SLDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd. (CNSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.

UNIT - IV

To understand about a project report relating to a small business; Project formulation - Meaning of a project report significance contents formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs.

Books Recommended:

- Clifton, Davis S. and Fyvie, David E. , Project Feasibility Analysis, John Wiley, New York, 1977.
- Desai A. N., Entrepreneur and Environment, Ashish, New Delhi, 1990.
- Drucker, Peter, Innovation and Entrepreneurship, Heinemann, London, 1985
- Jain Rajiv, Planning a Small Scale Industry: A guide to Entrepreneurs, S. S. Books, Delhi, 1984
- Kumar S. A. , Entrepreneurship in Small Industry, Discovery, New Delhi, 1990
- McClelland, D. C. and Winter, W. G. , Motivating Economic Achievement, Free Press, New York, 1969

INDUSTRIAL TRAINING

(BVBW603P)

OBJECTIVES:-

Industrial Training of 3 - 4 weeks of 6 credits in each year followed by Report Writing and Viva - voce. These trainings are to be carried out during summer vacations. These training may be done from industries/Skill knowledge providers (SKPs)/ Sector Skill Councils (SSCs)/Training centers/Institutes. These credits will be evaluated in Semester VI.



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