



**KALINGA
UNIVERSITY**

SCHEME & SYLLABUS FOR

Bachelor of Vocational Studies (B. Voc.) Herbal Beauty Care



Kalinga University, Naya Raipur, Chhattisgarh

B. VOC. IN HERBAL BEAUTY CARE

Semester-I							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVHBC101	Communication Skills	3	0	3	30	70	100
BVHBC102	Fundamentals of Information Technology	3	0	3	30	70	100
BVHBC103	Fundamentals of Beauty	3	0	3	30	70	100
BVHBC104	Beauty Regime	3	0	3	30	70	100
BVHBC105P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-II							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVHBC201	Beauty Care in Ayurveda	3	0	3	30	70	100
BVHBC202	Environmental Studies	3	0	3	30	70	100
BVHBC203	Herbal Cosmetics	3	0	3	30	70	100
BVHBC204	Make UP Artistry	3	0	3	30	70	100
BVHBC205P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-III							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVHBC301	Basic Accounting	3	0	3	30	70	100
BVHBC302	Basic Ayurveda, Naturopathy and Beauty	3	0	3	30	70	100
BVHBC303	Entrepreneurship Development Programme	3	0	3	30	70	100
BVHBC304	Herbal Drug Technology	3	0	3	30	70	100
BVHBC305P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-IV							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVHBC401	Personality Development	3	0	3	30	70	100
BVHBC402	Manicure and Pedicure Services	3	0	3	30	70	100
BVHBC403	Hair and Superfluous Hair	3	0	3	30	70	100
BVHBC404	Salon and Customer Care	3	0	3	30	70	100
BVHBC405P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-V							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVHBC501	Human Anatomy	3	0	3	30	70	100
BVHBC502	Hair Designing	3	0	3	30	70	100
BVHBC503	Skin Care	3	0	3	30	70	100
BVHBC504	Spa Indulgence	3	0	3	30	70	100
BVHBC505P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-VI							
Subject Code	Subject	L	T/P	Credits	Internal Marks	External Marks	Total
BVHBC601	General Human Psychology & HR Management	3	0	3	30	70	100
BVHBC602	Advance Makeup Techniques	3	0	3	30	70	100
BVHBC603	Body Therapy	3	0	3	30	70	100
BVHBC604	Pre-Bridal Grooming Plan	3	0	3	30	70	100
BVHBC605P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

SEMESTER-I

COMMUNICATION SKILLS

BVHBC101

Course Objective:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Course outcome:

1. The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
2. To develop vital communication skills which should be integral to personal, social and professional interactions.
3. One of the critical links between human beings.
4. An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
5. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

CONTENTS

Unit I: Introduction: 06

Theory of Communication, Types and modes of Communication, Mediums and channels of communication, barriers to communication, English as a Global language, the Lingua Franca, Social influences on English

Unit II: Language of Communication: 06

Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication, Varieties of English, Language, Accent, Dialect, Colloquialism, Historical influences on English

Unit III: Speaking Skills: 06

Monologue Dialogue Group Discussion Effective Communication/ Mis- Communication Interview Public Speech, Regional influences on English, Convergence and divergence, Linguistic Imperialism,

Unit IV: Reading and Understanding-

06

Close Reading, Reading analysis of a text - Audience and purpose, Content and theme, Tone and Mood, stylistic devices, structure Comprehension- Analysis and Interpretation Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts

Unit V: Writing Skills

06

Documenting Report Writing Making notes Letter writing, Writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters

It will enhance Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions.

REFERENCE BOOKS:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

FUNDAMENTALS OF INFORMATION TECHNOLOGY BVHBC102

Unit I: Computer characteristics

06

Speed, storage, accuracy, diligence; Digital signals, Binary System, ASCII; Historic Evolution of Computers; Classification of computers: Microcomputer, Minicomputer, mainframes, Supercomputers; Personal computers: Desktop, Laptops, Palmtop, Tablet; Hardware & Software; Von Neumann model.

Unit II: Hardware

06

CPU, Memory, Input devices, output devices. Memory units: RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory; Auxiliary storage: Magnetic devices, Optical Devices; Floppy, Hard disk, Memory stick, CD, DVD, CD/DVD-Writer; Input devices - keyboard, mouse, scanner, speech input devices, digital camera, Touch screen Voice Input, Joystick, Optical readers, bar code reader; Output devices: Display device, size and resolution; CRT, LCD, LED; Printers: Dot-matrix, Inkjet, Laser; Plotters, Sound cards & speaker.

Unit III: Software

06

System software, Application software; concepts of files and folders, Introduction to Operating systems, Different types of operating systems: single user, multitasking, time-sharing multi-user; Booting, POST; Basic features of two GUI operating systems: Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases; Application software: Generic Features of Word processors, Spread sheets and Presentation software; Generic Introduction to Latex for scientific typesetting; Utilities and their use; Computer Viruses & Protection, Free software, open source.

Unit IV: Computer Networks and Internet

06

Connecting computers, Requirements for a network: Server, Workstation, switch, router, network operating systems; Internet: brief history, World Wide Web, Websites, URL, browsers, search engines, search tips; Internet connections: ISP, Dial-up, cable modem, WLL, DSL, leased line Wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, Web pages, Web Programming Languages.

Unit-V: Information Technology And Society

06

Indian IT Act, Intellectual Property Rights, issues. Application of information Technology in Railways, Airlines, Banking, Insurance, Inventory Control, Financial systems, Hotel management, Education, Video games, Telephone exchanges, Mobile phones, Information kiosks, special effects in Movies.

Programming Concepts & Techniques: Program Concept, Characteristics of Programme, Stages in Program Development, Tips for Program Designing, Programming Aids, Algorithms, Pseudo code, Notations, Design, Flowcharts, Symbols, Rules, compiler & Interpreter. Introduction to programming techniques, Top-down & Bottom-up approach, Unstructured, & Modular programming, Cohesion, Coupling, Debugging, Syntax & Logical Errors, Linking and Loading, Testing and Debugging, Documentation.

Reference Books:

1. Programming in C, R.S. Salaria, Khanna Publishing House
2. Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
3. Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

FUNDAMENTALS OF BEAUTY

BVHBC103

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: 08

Eyebrow Shaping and bleaching Eyebrow shaping according to face structure. Use of eyebrow pencil. Tweezing and threading. Judging of brow length. Enhancing the appearance of eyebrows and lashes, techniques of eyebrow shaping, use of false eyelashes, strip and individuals false eyelashes.

Unit II: 08

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

Unit III: 07

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: 07

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.

BEAUTY REGIME

BVHBC104

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: 08

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: 08

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

Unit III: 07

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: 07

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



**INDUSTRIAL TRAINING/
ON JOB TRAINING/ WORKSHOP
BVHBC105P**

SEMESTER-II

BEAUTY CARE IN AYURVEDA

BVHBC201

Unit I: **08**

Basic concepts of beauty

- Concept of beauty and cosmetology.
- Explanations of terms Varnya, Keshya, Vayahsthapana, Prasadana according to Ayurveda
- Role of Metabolism in Beauty
- Effect of Ahara- Vihara, Viruddha Ahara, Dincharya, Ritucharya in maintenance of beauty
- Guidelines regarding Ahara according to Prakriti

Unit II: **08**

Diseases influencing Beauty

- Ayurvedic management of sensitive skin, skin discolouration, scars, patch test.
- Demonstration of external Ayurvedic management of sensitive skin, skin discolouration, scars, patch test.
- Ayurvedic management of chemical burns, sunburn, phototoxicity, cold burns

Unit III: **07**

Herbs and Yoga for beauty enhancement

- Herbs for beauty enhancement
- Yoga for beauty enhancement

Unit IV: **07**

Formulations for beauty treatment through Ayurveda

- Introduction of classical formulations related to cosmetics: Discussion of ingredients and therapeutic uses
- Ayurvedic formulations for beauty enhancement:
 - a) Tailapaka
 - b) Ghritpaka
 - c) Ointment
 - d) Granules
 - e) Ayurvedic face cream

References:

1. <https://books.google.co.in/books?id=9abfq6rDbsEC&lpq=PP12&pg=PP11#v=onepage&q&f=false>
2. Ayurvedic Beauty Care: Ageless Techniques to Invoke Natural Beauty By Melanie Sachs

ENVIRONMENTAL STUDIES

BVHBC202

Unit I: Introduction to Environmental Studies

06

- Multidisciplinary nature of environmental studies
- Scope and importance; Concept of sustainability and sustainable development.

Ecosystems

What is an ecosystem? Structure and function of the ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit II: Natural Resources : Renewable and Non-renewable Resources

06

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit III: Biodiversity and Conservation

06

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit IV: Environmental Pollution

06

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste.
- Pollution case studies.

Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit V: Human Communities and the Environment

06

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management : floods, earthquake, cyclones and landslides.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R.1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999.*Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll.*Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.

6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971.*Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012.*Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006.*The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987.*Our Common Future*. Oxford University Press.

HERBAL COSMETICS

BVHBC203

Unit I: Introduction to Cosmetics and Cosmeceuticals	08
<ul style="list-style-type: none">• Brief history of herbal cosmetics• Need for study of Cosmeceuticals	
Unit II: Herbal Drug	08
<ul style="list-style-type: none">• Definition of herb, herbal medicine, herbal medicinal product• Raw materials, machinery and equipment used in preparation of herbal cosmetics	
Unit III: Herbal Hair and Oral Care Cosmetics	07
<ul style="list-style-type: none">• Plants used in hair care products like oil, shampoo, conditioner, hairtonic etc.• Preparation of shampoo, hair oil, hair conditioners, hair dye• Evaluation of oral care formulations	
Unit IV: Herbal Skin care Cosmetics	07
<ul style="list-style-type: none">• Plants used in skin care products like scrub, 'ubtan' packs , moisturizer etc.• Formulation of Herbal skin care products-Herbal creams, herbal face washes• Formulation of Herbal moisturizers and serums	
References:	
<ol style="list-style-type: none">1. Herbal Cosmetics-I (English, Paperback, Gokhale A Dr)2. Herbal Cosmetics Handbook Paperback – 1 January 2015 by H Panda (Author)3. How to Make Herbal Cosmetics: :Learn how to make your own creams, shampoos, lotions, perfume, facial steams, soap, and more using fresh herbs from your garden. Kindle publication	

MAKE UP ARTISTRY

BVHBC204

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: 08

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: 08

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: 07

Basic Makeup Day self makeup Day party makeup Evening party makeup

Unit IV: 07

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

**INDUSTRIAL TRAINING/
ON JOB TRAINING/ WORKSHOP
BVHBC205P**

SEMESTER-III

BASIC ACCOUNTING

BVHBC301

Objective: 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:

08

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:

08

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:

07

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:

07

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

BASIC AYURVEDA, NATUROPATHY AND BEAUTY

BVHBC302

Objectives:

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

Unit I: 08

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: 08

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: 07

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

Unit IV: 07

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.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME BVHBC303

Objective: 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:

08

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:

08

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:

07

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. (NSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.

Unit IV:

07

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

HERBAL DRUG TECHNOLOGY

BVHBC304

Unit I: **08**

Indian Systems of Medicine:

- a) Basic principles involved in Ayurveda, Siddha, Unani and Homeopathy
- b) Preparation and standardization of Ayurvedic formulations viz Aristas and Asawas, Ghutika, Churna, Lehya and Bhasma.

Unit II: **08**

Herbal-Drug and Herb-Food Interactions: General introduction to interaction and classification.

Study of following drugs and their possible side effects and interactions: Hypercium, kava-kava, Ginkobiloba, Ginseng, Garlic, Pepper & Ephedra.

Unit III: **07**

Evaluation of Drugs: WHO & ICH guidelines for the assessment of herbal drugs

Stability testing of herbal drugs. Patenting and Regulatory requirements of natural products:

- a) Definition of the terms: Patent, IPR, Farmers right, Breeder's right, Bioprospecting and Biopiracy
- b) Patenting aspects of Traditional Knowledge and Natural Products

Unit IV: **07**

General Introduction to Herbal drugs Industry: Present scope and future prospects. A brief account of plant based industries and institutions involved in work on medicinal and aromatic plants in India.

Recommended Books: (Latest Editions)

1. Textbook of Pharmacognosy by Trease & Evans.
2. Textbook of Pharmacognosy by Tyler, Brady & Robber.
3. Pharmacognosy by Kokate, Purohit and Gokhale
4. Essential of Pharmacognosy by Dr.S.H.Ansari
5. Pharmacognosy & Phytochemistry by V.D.Rangari
6. Pharmacopoeal standards for Ayurvedic Formulation (Council of Research in Indian Medicine & Homeopathy)
7. Mukherjee, P.W. Quality Control of Herbal Drugs: An Approach to Evaluation of Botanicals. Business Horizons Publishers, New Delhi, India, 2002.

**INDUSTRIAL TRAINING/
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BVHBC305P**

SEMESTER-IV

PERSONALITY DEVELOPMENT

BVHBC401

Unit I:	08
Personal Grooming	
<ul style="list-style-type: none">• Personal Hygiene• Benefits of Personal Hygiene• Grooming	
Unit II:	08
Professional Ethics of Beauty Professionals	
<ul style="list-style-type: none">• General Operating Philosophy• Employee Conduct• Dealing With Your Customers• Professional Coexistence with Competitors	
Unit III:	07
Professional Etiquettes	
<ul style="list-style-type: none">• Effects of etiquettes• Privacy is primary• Don't barge beyond that comfort zone• Directly proportional	
Unit IV:	07
Sterilization and Sanitization	
<ul style="list-style-type: none">• Cleaning• Disinfection• Sterilization• Ultraviolet cabinets	

Reference:

1. https://tnou.ac.in/wp-content/uploads/2022/12/Beautician-SLM_compressed.pdf

MANICURE AND PEDICURE SERVICES

BVHBC402

Unit I:	08
Meaning and benefits of manicure and pedicure	
Unit II:	08
Tools and material used for manicure and pedicure	
Unit III:	07
Different types and follow the correct procedure of manicure and pedicure	
Unit IV:	07
After care for manicure and pedicure	
Reference:	

1. <https://www.nios.ac.in/media/documents/nsqf/beauty%20therapy%20theory.pdf>

HAIR AND SUPERFLUOUS HAIR

BVHBC403

Unit I: 06

Hair Growth Cycle

- Anagen: Growing phase
- Catagen: Transition phase
- Telogen: Resting phase
- Exogen: Shedding phase

Unit II: 06

Introduction to Superfluous Hair

- Hirsuties or Hypertrichosis

Unit III: 06

Causes of Superfluous Hair

- Racial Factor
- Hormonal Factor
- Hereditary Factor
- Menopause

Unit IV: 06

Methods of Superfluous Hair Removal

- depilation and
- epilation

Unit V: 06

Contraindications of Hair Removal

- Allergic test/Patch test

Reference:

1. <https://www.nios.ac.in/media/documents/nsqf/beauty%20therapy%20theory.pdf>

SALON AND CUSTOMER CARE

BVHBC404

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: 08

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

Unit II: 08

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: 07

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: 07

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

Books Recommended:

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



**INDUSTRIAL TRAINING/
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BVHBC405P**

SEMESTER-V

HUMAN ANATOMY

BVHBC501

Unit I: **08**

Introduction to Human Body: Definition and scope of anatomy and physiology, levels of structural organization and body systems, basic life processes, homeostasis, basic anatomical terminology. Classification of tissues, structure, location and functions of epithelial, muscular and nervous and connective tissues.

Unit II: **08**

Skeletal System: Divisions of skeletal system, types of bone, salient features and functions of bones of axial and appendicular skeletal system Organization of skeletal muscle, physiology of muscle contraction, neuromuscular junction

Joints: Structural and functional classification, types of joints movements and its articulation

Unit III: **07**

Body fluids and blood

Body fluids, composition and functions of blood, hemopoiesis, formation of hemoglobin, anemia, mechanisms of coagulation, blood grouping, Rh factors, transfusion, its significance and disorders of blood, Reticulo endothelial system.

Unit IV: **07**

Peripheral nervous system

Classification of peripheral nervous system: Structure and functions of sympathetic and parasympathetic nervous system. Origin and functions of spinal and cranial nerves

Reference:

1. BD Chaurasia's Handbook of General Anatomy 7/e

HAIR DESIGNING

BVHBC502

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: **08**

Hair Care Basic Hair Structure Shampooing and Rinsing

Unit II: **08**

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

Unit III: **07**

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: **07**

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 Pollacline
- Hair Dressing II ; Martin Green
- Hair Dressing III ; Martin Green, Leo Pollacline
- Note Book on Hair Dressing (Basic and Advance); Compiled by Maya Paranjape
- Habib Jawed, Professional Hair Styling, UBSPD, New Delhi

SKIN CARE

BVHBC503

Unit I: 08

Basic of skin

- Skin and its Structure
- Layers of the Skin
- Functions of the Skin
- Types of Skin
- Characteristics of different skin types

Unit II: 08

Skin Analysis and Care

- Method of Skin analysis
- Skin Care according to Skin Type
- Skin Disorders
- Bleaching

Unit III: 07

Facial

- Material, tools and equipment required for basic facial
- Preparations before a facial
- Basic Massage Manipulations for facial
- Procedure for a Facial
- Types of Facials
- Post care of client after a facial

Unit IV: 07

Makeup

- Make-Up: Meaning and Importance
- Cosmetics and other materials used in Makeup
- Types of Makeup
- Procedure of Makeup

Reference:

1. https://tnou.ac.in/wp-content/uploads/2022/12/Beautician-SLM_compressed.pdf

SPA INDULGENCE

BVHBC504

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:

08

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:

08

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

Unit III:

07

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:

07

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.
- Milday'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

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SEMESTER-VI

GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT

BVBW601

Objective: 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: **08**

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 I: **08**

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: **07**

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: **07**

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.

ADVANCE MAKEUP TECHNIQUES

BVHBC602

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: 08

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

Unit II: 08

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

Unit III: 07

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

Unit IV: 07

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:

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

BODY THERAPY

BVHBC603

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:

08

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:

08

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:

07

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:

07

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:

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

PRE-BRIDAL GROOMING PLAN

BVHBC604

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:

08

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:

08

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:

07

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:

07

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.

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