

B. VOC

In

Beauty & Aesthetics
(UGC)

Program Outcomes:

- Learn the proper techniques of skincare
- Study the science of the body and skin
- Practice on fellow students
- Perform skincare on the general public
- Learn how to run a spa
- Build your book of business
- Get the how-to on selling retail products
- Learn how to book clients and reschedule appointments
- Work with a senior student to improve your trade
- Building Your Book of Business
- Selling Retail Products
- Booking Clients
- Giving Consultations
- Social Media Marketing Technique

Maulana Abul Kalam Azad University of Technology, West Bengal
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B. Voc. in Beauty & Aesthetics (UGC)
(Effective for Academic Session 2018-2019)

Course Relevance:

There is a wide scope in the profession of Beauty and Aesthetics in India or in other countries. It is the promising career for youth because of advancement in the lifestyle. According to NSDC, skilled workforce in beauty and aesthetics sector would grow thrice as much, from 40 lakh in 2013 to 1.42 crore in 2022, making it the fastest growing job creator. According to FICCI, the Indian spa industry needs over 20,000 new professionals every year and offers very good earning opportunities for well-trained professionals. There is also a great demand for well-trained and experienced Indian professionals in the global hospitality and spa industry. By 2022, in India, there will be an incremental demand for 10.06 million skilled manpower, so if this is the national scenario then one can imagine what the global demand could be. We need quality people to meet this demand. The biggest challenge we are facing today is the shortage of quality skilled manpower.

With a degree of B. Voc in Beauty and Aesthetics, one can work in a salon or a spa. Aspirants can also work in different specialized areas of Beauty such as a nail technician in nail art boutique, skin specialist in a skin clinic and more on.

TOTAL DURATION OF COURSE: 3 Years

- ✓ After completion of Year - 1 Diploma is awarded.
- ✓ After completion of Year - 2 Advance Diploma is awarded.
- ✓ After completion of Year - 3 B. VOC Degree is awarded.

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B. Voc. in Beauty & Aesthetics (UGC)
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Year - 1 - Diploma (SEMESTER - I)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 101 ENGLISH LANGUAGE AND COMMUNICATIVE SKILLS	Generic	Theory	10	40	-	-	1	1	-
UGEN - 102 COMPUTER FUNDAMENTALS & IT	Generic	Theory	10	40	-	-	1	1	-
UBAV - 103 BEAUTY REGIME	Skill	Theory	10	40	-	-	1	1	-
UBAV - 104 FUNDAMENTALS OF BEAUTY	Skill	Theory	10	40	-	-	1	1	-
UBAV - 105 HAND AND FEET TREATMENTS	Skill	Theory	10	40	-	-	1	1	-
UGEN – 191 COMPUTER FUNDAMENTALS & IT LAB	Generic	Practical	-	-	10	40	-	-	2
UBAV - 192 BEAUTY REGIME LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 193 FUNDAMENTALS OF BEAUTY LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 194 HAND AND FEET TREATMENTS LAB	Skill	Practical	-	-	10	40	-	-	2
UGEN – 181 ENGLISH LANGUAGE LAB	Generic	Sessional	-	-	-	50	-	-	2
<p>All Generic Components common to all B. Voc. courses. Industrial Training of 3 - 4 weeks of 6 credits in each year followed by report writing and Viva Voce. These credits will be evaluated in semester 6</p>									

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Year - 1 - Diploma (SEMESTER - II)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 201 SOFT SKILL & PERSONALITY DEVELOPMENT	Generic	Theory	10	40	-	-	1	1	-
UGEN - 202 BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING	Generic	Theory	10	40	-	-	1	1	-
UBAV - 203 MAKE UP ARTISTRY	Skill	Theory	10	40	-	-	1	1	-
UBAV - 204 HAIR DESIGNING	Skill	Theory	10	40	-	-	1	1	-
UBAV - 205 CHEMICAL HAIR PROCEDURES	Skill	Theory	10	40	-	-	1	1	-
BAV - 291 MAKE UP ARTISTRY LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 292 HAIR DESIGNING LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 293 CHEMICAL HAIR PROCEDURES LAB	Skill	Practical	-	-	10	40	-	-	2
UGEN - 281 SOFT SKILL & PERSONALITY DEVELOPMENT LAB	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 282 PRACTICE SESSION ON BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING	Generic	Sessional	-	-	-	50	-	-	2
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Year - 2 - Advanced Diploma (SEMESTER - III)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 301 VALUE EDUCATION & HUMAN RIGHTS	Generic	Theory	10	40	-	-	1	1	-
UGEN - 302 BASIC ACCOUNTING	Generic	Theory	10	40	-	-	1	1	-
UBAV - 303 ADVANCE MAKEUP TECHNIQUES	Skill	Theory	10	40	-	-	1	1	-
UBAV - 304 BODY THERAPY	Skill	Theory	10	40	-	-	1	1	-
UBAV - 305 SALON AND CUSTOMER CARE	Skill	Theory	10	40	-	-	1	1	-
UBAV - 391 ADVANCE MAKEUP TECHNIQUES LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 392 BODY THERAPY LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 393 SALON AND CUSTOMER CARE LAB	Skill	Practical	-	-	10	40	-	-	2
UGEN - 381 PRACTICE SESSION ON VALUE EDUCATION & HUMAN RIGHTS	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 382 PRACTICE SESSION ON BASIC ACCOUNTING	Generic	Sessional	-	-	-	50	-	-	2
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Year - 2 - Advanced Diploma (SEMESTER - IV)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 401 ENVIRONMENTAL STUDIES	Generic	Theory	10	40	-	-	1	1	-
UGEN - 402 QUALITY MANAGEMENT	Generic	Theory	10	40	-	-	1	1	-
UBAV - 403 SPA INDULGENCE	Skill	Theory	10	40	-	-	1	1	-
UBAV - 404 BASIC AYURVEDA, NATUROPATHY AND BEAUTY	Skill	Theory	10	40	-	-	1	1	-
UBAV - 405 HAIR TRICHOLOGY	Skill	Theory	10	40	-	-	1	1	-
UBAV - 491 SPA INDULGENCE LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 492 BASIC AYURVEDA, NATUROPATHY AND BEAUTY LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 493 HAIR TRICHOLOGY LAB	Skill	Practical	-	-	10	40	-	-	2
UGEN - 481 PRACTICE SESSION ON ENVIRONMENTAL STUDIES	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 482 PRACTICE SESSION ON QUALITY MANAGEMENT	Generic	Sessional	-	-	-	50	-	-	2
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Year - 3 - Degree (SEMESTER - V)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 501 INDIAN ECONOMY & SOCIAL CHANGES	Generic	Theory	10	40	-	-	1	1	-
UGEN - 502 RESEARCH METHODOLOGY	Generic	Theory	10	40	-	-	1	1	-
UBAV - 503 LASER FUNDAMENTALS AND SAFETY	Skill	Theory	10	40	-	-	1	1	-
UBAV - 504 ELECTRICAL & CHEMICAL TREATMENTS	Skill	Theory	10	40	-	-	1	1	-
UBAV - 505 PRE-BRIDAL GROOMING PLAN	Skill	Theory	10	40	-	-	1	1	-
UBAV - 591 LASER FUNDAMENTALS AND SAFETY LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 592 ELECTRICAL & CHEMICAL TREATMENTS LAB	Skill	Practical	-	-	10	40	-	-	2
UBAV - 593 PRE-BRIDAL GROOMING PLAN LAB	Skill	Practical	-	-	10	40	-	-	2
UGEN - 581 PRACTICE SESSION ON INDIAN ECONOMY & SOCIAL CHANGES	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 582 PRACTICE SESSION ON RESEARCH METHODOLOGY	Generic	Sessional	-	-	-	50	-	-	2
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Year - 3 - Degree (SEMESTER - VI)

Course	Component	Theory / Practical / Sessional	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical / Sessional)	Credit		
							L	T	P
UGEN - 601 GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT	Generic	Theory	10	40	-	-	1	1	-
UGEN - 602 ENTREPRENEURSHIP DEVELOPMENT PROGRAMME	Generic	Theory	10	40	-	-	1	1	-
UGEN - 681 PRACTICE SESSION ON GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT	Generic	Sessional	-	-	-	50	-	-	2
UGEN - 682 PRACTICE SESSION ON ENTREPRENEURSHIP DEVELOPMENT PROGRAMME	Generic	Sessional	-	-	-	50	-	-	2
UBAV - 691 INDUSTRIAL TRAINING	Skill	Practical	-	-	-	300	-	-	12
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Year - 1 Diploma (SEMESTER - I)

Paper Title: UGEN – 101: ENGLISH LANGUAGE AND COMMUNICATIVE SKILLS

Objective: 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.

Paper Title: UGEN – 181 ENGLISH LANGUAGE LAB

Planning for Practical session: (Based on UGEN – 101)

- Conversation classes on contemporary issues
- Writing of corporate CVs
- PPT presentation on selected issues
- Group discussion
- Tips to face the interviews and mock sessions

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Paper Title: UGEN – 102: COMPUTER FUNDAMENTALS & IT

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:

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

Paper Title: UGEN – 191 COMPUTER FUNDAMENTALS & IT LAB

List of Experiments: (Based on UGEN – 102)

- 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

Paper Title: UBAV - 103: BEAUTY REGIME

Job Role: Junior Assistant - Beauty Therapy & Aesthetics

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.

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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

Paper Title: UBAV - 192 BEAUTY REGIME LAB

Planning for Practical session: (Based on UBAV – 103)

- 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.

Paper Title: UBAV - 104: FUNDAMENTALS OF BEAUTY

Job Role: Junior Assistant - Beauty Therapy & Aesthetics

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

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

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

UNIT - III

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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.

Paper Title: UBAV - 193 FUNDAMENTALS OF BEAUTY LAB

Planning for Practical session: (Based on UBAV – 104)

- 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.

Paper Title: UBAV - 105: HAND AND FEET TREATMENTS

Job Role: Junior Assistant - Beauty Therapy & Aesthetics

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 _
- Milady's Standard Cosmetology, Delmar Cengage Learning _
- The Illustrated Guide to Massage and Aromatherapy by Catherine Stuart.

Paper Title: UBAV - 194 HAND AND FEET TREATMENTS LAB

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Planning for Practical session: (Based on UBAV – 105)

- 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.

Year - 1 Diploma (SEMESTER - II)

Paper Title: UGEN – 201: SOFT SKILL & PERSONALITY DEVELOPMENT

Objective: On completion of the course, the students will be able to listen to lectures, public announcements, news on TV, radio and engage in telephonic conversation to communicate effectively and accurately in English used as spoken language for various purposes.

UNIT - I

Listening Skills: Barriers to listening; effective listening skills; feedback skills. Attending telephone calls; note taking. Activities: Listening exercises - Listening to conversation, News and TV reports. Taking notes on a speech / lecture.

UNIT - II

Speaking and Conversational Skills: Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics. The study of sounds of English, stress and intonation. Situation based Conversation in English.

UNIT - III

Essentials of Spoken English: Activities, Making conversation and taking turns, Oral description or explanation of a common object, situation or concept, Giving interviews.

UNIT - IV

Oral Presentation with / without audio visual aids. Group Discussion . Listening to any recorded or live material and asking oral questions for listening comprehension.

Books Recommended:

- Soft skills Training - A workbook to develop skills for employment by Fredrick H. Wentz
- Personality Development and Soft skills , Oxford University Press by Barun K. Mitra

Paper Title: UGEN - 281 SOFT SKILL & PERSONALITY DEVELOPMENT LAB

Planning for Practical session: (Based on UGEN – 201)

- Classroom technique to improve the soft skills
- Surprise writing on current issues
- General grooming sessions to face the interview
- Group discussions
- Motivational classes to improve communication and confidence power

Paper Title: UGEN – 202: BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING

Objective: 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

Maulana Abul Kalam Azad University of Technology, West Bengal
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B. Voc. in Beauty & Aesthetics (UGC)
(Effective for Academic Session 2018-2019)

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; Condif, 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

Paper Title: UGEN - 282 PRACTICE SESSION ON BUSINESS ANALYSIS: ENVIRONMENT, SALES & MARKETING

Planning for Practical session: (Based on UGEN – 202)

- Study of international organization (WTO, WORLD BANK, IMF, AMA)
- Case studies on the recent Business Environment, Marketing, & Sales Promotion
- PPT presentation on selected issues
- Survey to collect the samples for project work

Paper Title: UBAV - 203: MAKE UP ARTISTRY

Job Role: Junior Assistant - Beauty Therapy & Aesthetics

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

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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

Paper Title: UBAV – 291 MAUKE UP ARTISTRY LAB

Planning for Practical session: (Based on UBAV – 203)

- 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

Paper Title: BA–204: HAIR DESIGNING

Job Role: Junior Assistant - Beauty Therapy & Aesthetics

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

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Paper Title: UBAV – 292 HAIR DESIGNING LAB

Planning for Practical session: (Based on UBAV – 204)

- 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.

Paper Title: UBAV - 205: CHEMICAL HAIR PROCEDURES

Job Role: Junior Assistant - Beauty Therapy & Aesthetics

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

Paper Title: UBAV – 293 CHEMICAL HAIR PROCEDURES LAB

Planning for Practical session: (Based on UBAV – 205)

- 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.

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- Learn various types of lightening Hydrogen Peroxide and its uses Lightening Virgin hair.

Year - 2 - Advanced Diploma (SEMESTER - III)

Paper Title: UGEN – 301: VALUE EDUCATION & HUMAN RIGHTS

Objective: 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.

Paper Title: UGEN - 381 PRACTICE SESSION ON VALUE EDUCATION & HUMAN RIGHTS

Planning for Practical session: (Based on UGEN – 301)

- Motivational classes on values and ethics
- Case studies
- PPT presentation on selected areas

Paper Title: UGEN – 302: BASIC ACCOUNTING

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

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.

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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

Paper Title: UGEN - 382 PRACTICE SESSION ON BASIC ACCOUNTING

Planning for Practical session: (Based on UGEN – 302)

- Assignment on discussed topics
- Case studies analysis

Paper Title: UBAV - 303: ADVANCE MAKEUP TECHNIQUES

Job Role: Senior Assistant - Beauty Therapy & Aesthetics

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

Paper Title: UBAV – 391 ADVANCE MAKEUP TECHNIQUES LAB

List of Experiments: (Based on UBAV – 303)

- Learn the art of preparing the face for make-up, Trolley Setting, Makeup Consultancy Chart, use of Air Brush Makeup.

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- 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

Paper Title: UBAV - 304: BODY THERAPY

Job Role: Senior Assistant - Beauty Therapy & Aesthetics

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:

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

Paper Title: UBAV – 392 BODY THERAPY LAB

List of Experiments: (Based on UBAV – 304)

- 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.

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- 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

Paper Title: UBAV - 305: SALON AND CUSTOMER CARE

Job Role: Senior Assistant - Beauty Therapy & Aesthetics

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:

- 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.

Paper Title: UBAV – 393 SALON AND CUSTOMER CARE LAB

List of Experiments: (Based on UBAV – 305)

- 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.

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- 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

Year - 2 - Advanced Diploma (SEMESTER - IV)

Paper Title: UGEN – 401: ENVIRONMENTAL STUDIES

Objective: Keeping in view the modern status of environment, the course primarily aims at providing various awareness programs required for the welfare of the environment apart from the emphasis on the general and conventional issues surrounding the environment.

UNIT - I

Multidisciplinary nature of environmental studies - Definition, scope and importance, need for public Awareness, Natural Resources: Renewable and non - renewable resources, Natural resources and associated problems, Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles, Ecosystems: Concept, Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids.

UNIT - II

Biodiversity and its conservation , Bio - geographically classification of India, Value of biodiversity, Biodiversity at global, National and local levels. India as a mega diversity Nation, Hot - spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man - wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In - situ and Ex - situ conservation of biodiversity.

UNIT - III

Environmental Pollution: Definition , Cause, effects and control measures of : Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides . Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and Rehabilitation of people; its problems and concerns. Case Studies.

UNIT - IV

Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act. Wildlife Protection Act Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness. Human Population and the Environment. Population growth, variation among nations. Population explosion - Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and Human health. Case Studies.

Books Recommended:

- Mike Hulme, Climates and Cultures.
- Mark Garrett, Encyclopaedia of Transportation Social Science and Policy.
- Steel, Science An A - to - Z Guide to Issues and Controversies.
- John A Matthews, Encyclopaedia of Environmental Change.

Paper Title: UGEN - 481 PRACTICE SESSION ON ENVIRONMENTAL STUDIES

Planning for Practical session: (Based on UGEN – 401)

- Case studies
- Tree plantation program
- PPT presentation on selected areas
- Poster making

Paper Title: UGEN – 402: QUALITY MANAGEMENT

Objective: 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

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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:

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

Paper Title: UGEN - 482 PRACTICE SESSION ON QUALITY MANAGEMENT

Planning for Practical session: (Based on UGEN – 402)

- Case studies
- PPT presentation on TQM practices
- Survey and sample collection for project

Paper Title: BA–403: SPA INDULGENCE

Job Role: Senior Assistant - Beauty Therapy & Aesthetics

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.
- 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

Paper Title: UBAV – 491 SPA INDULGENCE LAB

List of Experiments: (Based on UBAV – 403)

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- 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

Paper Title: UBAV-404: BASIC AYURVEDA, NATUROPATHY AND BEAUTY

Job Role: Senior Assistant - Beauty Therapy & Aesthetics

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.

Paper Title: UBAV – 492 BASIC AYURVEDA, NATUROPATHY AND BEAUTY LAB

List of Experiments: (Based on UBAV – 404)

- 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.

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- 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

Paper Title: UBAV-405: HAIR TRICHOLOGY

Job Role: Senior Assistant - Beauty Therapy & Aesthetics

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), Cicatrice 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:

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

Paper Title: UBAV – 493 HAIR TRICHOLOGY LAB

List of Experiments: (Based on UBAV – 405)

- 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

Year - 3 - Degree (SEMESTER - V)

Paper Title: UGEN – 501: INDIAN ECONOMY & SOCIAL CHANGES

Objective: 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

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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)

Paper Title: UGEN - 581 PRACTICE SESSION ON INDIAN ECONOMY & SOCIAL CHANGES

Planning for Practical session: (based on UGEN – 501)

- Data collection on Indian economy system
- PPT presentation on the current economic scenario
- Case studies on recent economic issues
- Graphical presentation to connect between economy and society

Paper Title: UGEN – 502: RESEARCH METHODOLOGY

Objective: The course aims to teach the students to read, understand and explore something new from the conventional material before they climb up the ladder for more progressive research works.

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 (10%)

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 (10%)

UNIT - III

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 - IV

Qualitative and Quantitative Research: Qualitative research - Quantitative research - Concept of measurement, causality, generalization, replication. Merging the two approaches.

Books Recommended:

- Research methodology by P. K. Manoharam
- Research methodology by Dr. C. Rajindra Kumar
- Research methodology methods and techniques by C. R. Kothari

Paper Title: UGEN - 582 PRACTICE SESSION ON RESEARCH METHODOLOGY

Planning for Practical session: (Based on UGEN – 502)

- Case studies
- Model paper presentation on assigned topics
- Survey and sample collection for project preparation

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Paper Title: UBAV-503: LASER FUNDAMENTALS AND SAFETY

Job Role: Beauty Therapist & Aesthetics

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 scaring 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.

Paper Title: UBAV – 591 LASER FUNDAMENTALS AND SAFETY LAB

List of Experiments: (Based on UBAV – 503)

- 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, scaring.
- 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

Paper Title:UBAV-504: ELECTRICAL & CHEMICAL TREATMENTS

Job Role: Beauty Therapist & Aesthetics

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

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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

Paper Title: UBAV – 592 ELECTRICAL & CHEMICAL TREATMENTS LAB

List of Experiments: (Based on UBAV – 504)

- 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

Paper Title: UBAV-505: PRE-BRIDAL GROOMING PLAN

Job Role: Beauty Therapist & Aesthetics

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.

UNIT - I

Pre - Bridal Sessions:

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

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Books Recommended:

- Rar Morris “Express Makeup”
- Bobby Brown “Makeup Manual”.
- Makeup Makeovers: Expert secrets for stunning transformation. Robert Jones.
- Making Faces: Kevyn Aucoin.
- Jemma Kidds “Make up Masterclass” Beauty Bible of Professional Techniques & Wearable Look.

Paper Title: UBAV – 593 PRE-BRIDAL GROOMING PLAN LAB

List of Experiments: (Based on UBAV – 505)

- 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

Year - 3 - Degree (SEMESTER - VI)

Paper Title: UGEN – 601: GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT

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

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.

Paper Title: UGEN - 681 PRACTICE SESSION ON GENERAL HUMAN PSYCHOLOGY & HR MANAGEMENT

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Planning for Practical session: (Based on UGEN – 601)

- How to conduct counseling sessions
- Case studies
- PPT presentation on recent HR practices

Paper Title: UGEN – 602: ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

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

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 Fylie, 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

Paper Title: UGEN - 682 PRACTICE SESSION ON ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

- PPT presentation
- Case studies on Men/Women entrepreneurs
- Seminar on successful entrepreneurs
- Preparation of project work

Paper Title: UBAV – 691: INDUSTRIAL TRAINING

Job Role: Beauty Therapist & Aesthetics

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.