

# GUJARAT UNIVERSITY

K. S. School of Business Management and Information Technology  
[Five Years' (Full-time) M.B.A. Integrated Degree Course]

## First Year B.B.A. Semester – 1

Course Type	Course Code	Subject	Course Credits			Exam Marks		
			Theory	Practical	Total	Internal Marks	External Marks	Total Marks
Discipline Specific Courses – Core Courses	KS-MBA-DSC-C-111	Management Concepts and Practices	4	0	4	50	50	100
	KS-MBA-DSC-C-112	Fundamentals of Financial Accounting	4	0	4	50	50	100
Discipline Specific Courses – Minor Courses	KS-MBA-DSC-M-113	Economics for Beginners	4	0	4	50	50	100
Multidisciplinary / Interdisciplinary Courses <b>(Any ONE)</b>	KS-MBA-MDC-114 A	Basic Statistics for Data Analytics	4	0	4	50	50	100
	KS-MBA-MDC-114 B	Cloud Accounting						
	KS-MBA-MDC-114 C	Tally Accounting						
Ability Enhancement Compulsory Courses <b>(Any ONE)</b>	KS-MBA-AEC-115 A	Introduction to Communication Skill	2	0	2	25	25	50
	KS-MBA-AEC-115 B	Practical English-I						
	KS-MBA-AEC-115 C	Functional Grammar and Composition-I						
Skill Enhancement Courses <b>(Any ONE)</b>	KS-MBA-SEC-116 A	Understanding and Managing Stress for Healthy Living	2	0	2	25	25	50
	KS-MBA-SEC-116 B	Time Management						
	KS-MBA-SEC-116 C	Childcare management						
Value Added Course / Indian Knowledge System <b>(Any ONE)</b>	KS-MBA-VAC-117 A	Indian Knowledge System – I	2	0	2	25	25	50
	KS-MBA-VAC-117 B	Ethics and Culture Values in Ancient Indian Traditions						
	KS-MBA-VAC-117 C	Gandhi and Education						
<b>Total</b>			<b>22</b>	<b>0</b>	<b>22</b>			

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## Semester – 2

Course Type	Course Code	Subject	Course Credits			Exam Marks		
			Theory	Practical	Total	Internal Marks	External Marks	Total Marks
Discipline Specific Courses – Core Courses	KS-MBA-DSC-C-121	Management Theory and Application	4	0	4	50	50	100
	KS-MBA-DSC-C-122	Fundamentals of Cost Accounting	4	0	4	50	50	100
Discipline Specific Courses – Minor Courses	KS-MBA-DSC-M-123	Foundation Course in Economics	4	0	4	50	50	100
Multidisciplinary / Interdisciplinary Courses <b>(Any ONE)</b>	KS-MBA-MDC-124 A	Basic Mathematics for Data Analytics	4	0	4	50	50	100
	KS-MBA-MDC-124 B	Econometrics						
	KS-MBA-MDC-124 C	Green Accounting and Auditing						
Ability Enhancement Compulsory Courses <b>(Any ONE)</b>	KS-MBA-AEC-125 A	Commercial Communication	2	0	2	25	25	50
	KS-MBA-AEC-125 B	Practical English – II						
	KS-MBA-AEC-125 C	Functional Grammar and Composition-II						
Skill Enhancement Courses <b>(Any ONE)</b>	KS-MBA-SEC-126 A	Production and Operations Study Report	0	2	2	25	25	50
	KS-MBA-SEC-126 B	IT skills and data analysis						
	KS-MBA-SEC-126 C	Basic IT tools						
Value Added Course <b>(Any ONE)</b>	KS-MBA-VAC-127 A	Wellness Management	2	0	2	25	25	50
	KS-MBA-VAC-127 B	Ayurveda and Nutrition						
	KS-MBA-VAC-127 C	Constitutional Values and Fundamental Duties						
<b>Total</b>			<b>20</b>	<b>2</b>	<b>22</b>			

**Exit option with UG Certificate in Major Course.**

Summer Internship in core specific NSQF defined course (4 Credits)

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**[Five Years' (Full – Time) M.B.A. Integrated Degree Course]**

**First Year B.B.A. (Sem - II)**

**Code: KS-MBA-DSC-C-121**

**Management Theory and Application**

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**Course Credit: 4**

**Instructions:** This is a Discipline Specific Core (DSC) Course. Approximately 55 to 60 hours direct teaching in the semester will be required. At least two assignments in the semester would be given to the students in this subject.

**Objective:** Understanding various fundamentals of management is imperative for students paving their ways to becoming effective managers. The objective of the course is to provide an understanding of basic management theories along with their practical relevance and applicability in organizations. The course is designed to deal with the basic functions of Directing, Motivating, Leading and Controlling. Inclusion of business environment, location analysis and production management related topics help students blend their theoretical understanding of the subject with the practical relevance of the industrial visit activity that they undertake in the curriculum.

**Program Outcomes:** The MBA program, offered by the institute, tries to develop analytical and strategic thinking, decision making ability and communication skills of the students. It tries to make them competent and responsible professionals to be able to become a part of the growing business and corporate sector of India. As India is slowly paving its way ahead and emerging as a global superpower, the young generation should be the agent of positive change and development of the country. The program provides knowledge, skills and proficiency to create well-read responsible graduates who are an asset for the society.

**Course Outcomes:** Students will develop an overall understanding of various management processes and their practical implications on management decisions. This will also encourage students to think about the critical aspects of Directing, Motivating, Leading and Controlling. Students will be encouraged to analyze real life decisions related to production management and plant layout. Students will understand the influence and importance of business environmental factors affecting the firms.

**Detailed Syllabus:**

## **Module 1: DIRECTING AND CONTROLLING**

[25%]

### **Direction and Supervision**

- Characteristics and elements of directing
- Requirements of Effective Direction
- Need and importance of supervision
- Distinction between direction and supervision
- Span of supervision

### **Control**

- Steps in a control process
- Need for Control
- Types of Control Methods
- Essentials of Effective Control System
- Problems in the Control Process
- Control Techniques

## **Module 2: MOTIVATING AND LEADERSHIP**

[25%]

### **Motivation**

- Nature of Motivation
- Motivation theories –
  - Maslow's Need Hierarchy Theory
  - Herzberg's Two-Factor Theory
  - Theory X, Theory Y and Theory Z of Motivation

### **Leadership**

- Difference between a leader and a manager
- Leadership styles: Autocratic, Democratic and Free-Rein)
- Approaches to Leadership
  - Traits Approach
  - Behavioural Approach
  - Contingency Model (Fiedler's Model, Hersey, and Blanchard's Model)

## **Module 3: PRODUCTION MANAGEMENT**

[25%]

### **Production System**

- Concept and components
- Objectives of Production Management

### **Plant location**

- Concept of Location Analysis
- Factors affecting plant location

### **Plant Layout**

- Concept and its importance
- Types of Plant Layout – Merits and Demerits

## **Module 4: BUSINESS ENVIRONMENT**

[25%]

- Internal and External Business Environment
- Micro Environment and Stakeholders

- Macro Environment – Political , Economic, Socio-Cultural, Technological and Legal Environment
- CSR – Concept and Activities

**Reference Books:**

- Principles of Management by Tripathy & Reddy (Tata McGraw-Hill)
- Principles and Practices of Management by L. M. Prasad (Sultan Chand and Sons)
- Business Organization and Management by C. B. Gupta (Sultan Chand and Sons)
- Industrial and Business Management – Martand Telsang (Sultan Chand and Sons)
- Principles of Management – Dr. Neeru Vashishth (Taxmann)
- Management Theory and Practice – P. Subba Rao (Himalaya)
- Principles and Practice of Management – R. S. Gupta, B. D. Sharma, N. S. Bhalla (Kalyani)

**Mode of Evaluation:**

Continuous Evaluation 30%

Mid Semester Exam 20%

End Semester Exam 50%

**Assessment Tools:** Test, Quiz, Assignment, Presentation, Project etc.

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**[Five Years' (Full – Time) M.B.A. Integrated Degree Course]**

**First Year B.B.A. (Sem - II)**

**Code: KS-MBA-DSC-C-122**

**Fundamentals of Cost Accounting**

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## **Course Credit: 4**

**Instructions:** This is a Discipline Specific Core (DSC) Course. Approximately 55 to 60 hours direct teaching in the semester will be required. At least two assignments in the semester would be given to the students in this subject.

**Objective:** Cost accounting is a branch of accounting that focuses on determining the cost associated with producing goods and services. It is inevitable for any business organisation to apply costing methods and techniques. Cost Accounting has gained much importance in the era of intense competition. It is considered a very important branch of accounting, mainly helpful in determining the cost of goods produced or services rendered. The objective of this course is to make the students understand the meaning and nature of cost and cost accounting, various classification of cost and elements of cost in detail. It also includes various methods of costing and the system of bookkeeping from cost accounting viewpoint.

**Program Outcomes:** As India is slowly paving its way ahead and emerging as a global superpower, the need of the hour is to invest in human capital. While India enjoys the competitive advantage of demographic dividend, the responsibility of equipping the young generation with the right mix of competency and professionalism falls on institutes delivering higher education. B – Schools often contribute largely to enhancing knowledge and employability of these young aspirants in the growing business sector. Management courses like M.B.A. often fill this gap with practical exposure along with formal management education. This course has been diligently designed, keeping in mind the dynamic nature of business and the trending global scenario. Graduates from this program are expected to demonstrate domain expertise based on their specialization through coursework and case studies, skills developed through corporate internships and project work, decision making, communication and strategic thinking.

**Course Outcomes:** After completion of the course, learners will be able to:

- Understand and analyse the different cost concepts.
- Determine various components of cost of production such as materials, labour and overheads.
- Classify unit cost and total cost by preparing a cost statement.
- Compute cost for different industries using job costing, process costing and operating costing.
- Understand maintenance of books of accounts from costing perspective.

## **Detailed Syllabus:**

### **Module 1:**

**[25%]**

- Introduction to cost accounting, meaning, nature and classification of cost
- Elements of Cost: Materials

**Module 2:** [25%]

- Elements of Cost: Labour
- Elements of Cost: Overheads

**Module 3:** [25%]

- Unit and Job costing
- Process costing (excluding valuation of work-in-progress)
- Operating costing (only transport)

**Module 4:** [25%]

- Cost control accounts
- Reconciliation of cost and financial accounts
- Integrated accounts

**Reference Books:**

- Cost Accounting – M.C. Shukla, T.S. Grewal, S.C. Gupta (S. Chand)
- Cost and Management Accounting – S.P. Jain, K.L. Narang (Kalyani Publishers)
- Cost Accounting – Jawaharlal (TMH)
- Cost Accounting – V.K. Saxena and C.D. Vashist (Sultan Chand)
- Cost Accounting – J. Made Gowda (Himalaya Publishing)
- Cost Accounting: Principles and Practice – M. N. Arora (Vikas Publishing House)
- Cost Accounting – P. C. Tulsian (S. Chand)

**Mode of Evaluation:**

Continuous Evaluation 30%  
Mid Semester Exam 20%  
End Semester Exam 50%

**Assessment Tools:** Test, Quiz, Assignment, Presentation, Project etc.

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**[Five Years' (Full – Time) M.B.A. Integrated Degree Course]**

**First Year B.B.A. (Sem - II)**

**Code: KS-MBA-DSC-M-123**

**Foundation Course in Economics**

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## **Course Credit: 4**

**Instructions:** It is a Discipline Specific Minor Course requiring approximately 55 to 60 hours of direct teaching in the First Semester. During the course minimum two assignments will be given.

**Objective:** This paper of elementary course in economics will acquaint the students with various micro and macroeconomics issues like growth and development, Demographics, Economic planning, banking and demand and supply. Studying this, the students would understand how economics would help in influencing the various policy decisions of the country.

**Program Outcomes:** The MBA program, offered by the institute, tries to develop analytical and strategic thinking, decision making ability and communication skills of the students. It tries to make them competent and responsible professionals to be able to become a part of the growing business and corporate sector of India. As India is slowly paving its way ahead and emerging as a global superpower, the young generation should be the agent of positive change and development of the country. The program provides knowledge, skills and proficiency to create well-read responsible graduates who are an asset for the society.

**Course Outcomes:** Studying this course, the students would understand how economics would help in influencing the various policy decisions of the country.

## **Detailed Syllabus:**

### **Module 1:** [25%]

- Growth and Development
- Meaning and distinction
- Factors determining growth and development.
- Economic planning, Role of NITI AAYOG and recent five – year plan

### **Module 2:** [25%]

- Population
- Causes of increase in population in the developing economies
- Population control measures
- Theories of Population  
(Malthusian, Demographic Transition and Optimum Theory of Population)

### **Module 3:** [25%]

- Terms & Concepts
- Business Cycle



- Introduction to International Trade (Difference between Internal Trade & International Trade) (No Theories)
- Free Trade v/s Protection Trade
- Foreign Exchange Rate, Fixed & Floating Rates
- Difference between Balance of payment and Balance of Trade

**Module 4:**

**[25%]**

Banking

- Definition, Classification, Types
- Functions of Commercial Banks & Central Banks
- Concept of CRR, SLR, Bank Rate, Repo Rate and Reverse Repo Rate

Inflation

- Meaning
- Types
- Causes & Controls

**Reference Books:**

- Elementary Economics by K. K. Dewett & J.D. Verma (S. Chand)
- The Economics of Development & Planning by M. L. Jhingan.
- Modern Economic by H. L. Ahuja (S. Chand)
- Managerial Economics by P. L. Mehta (Sultan Chand)

**Mode of Evaluation:**

Continuous Evaluation 30%

Mid Semester Exam 20%

End Semester Exam 50%

**Assessment Tools:** Test, Quiz, Assignment, Presentation, Project etc.

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**[Five Years' (Full – Time) M.B.A. Integrated Degree Course]**

**First Year B.B.A. (Sem - II)**

**Code: KS-MBA-MDC-124 A**

**Basic Mathematics for Data Analytics**

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## **Course Credit: 4**

**Instructions:** In today's world quantitative techniques are employed increasingly for decision making and solving complex real-life problems in various walks of life. Many complex problems can be solved by a system of mathematical tools. This course presents mathematical tools and techniques that are helpful in analyzing many theoretical and practical problems. It is a Multidisciplinary / Interdisciplinary Course requiring approximately 55 to 60 hours of direct teaching in the Second Semester. During the course minimum two assignments will be given.

**Course Objective:** Decision making, by business executives and managers, can be simplified and made faster using mathematics. The objective of this course is to explain the logical and simple way of structuring and analyzing many theoretical and practical problems through the basic mathematical concepts of functions, limits, differentiation and matrices.

**Program Outcomes:** The MBA program, offered by the institute, tries to develop analytical and strategic thinking, decision making ability and communication skills of the students. It tries to make them competent and responsible professionals to be able to become a part of the growing business and corporate sector of India. As India is slowly paving its way ahead and emerging as a global superpower, the young generation should be the agent of positive change and development of the country. The program provides knowledge, skills and proficiency to create well-read responsible graduates who are an asset for the society.

**Course Outcomes:** The course would help the students to appreciate logical understanding of mathematical concepts and facilitate them to apply them to comprehend real-life situations and provide a reasonable analysis and solution.

## **Detailed Syllabus:**

### **Module 1: Functions, Limits and Continuity and their Business Applications**

**[25%]**

#### **Functions:**

Introduction

Concept and Definition of a Function: Its Domain, Co-Domain and Range

Different Types of Functions:

- Polynomial Function: Linear, Quadratic and Higher Degree Polynomials
- Absolute Value Function
- Rational Function
- Algebraic Function
- Transcendental Functions: Trigonometric Function, Exponential Function, Logarithmic

- Function, Incommensurable Power Function
- Even and Odd Functions
- Composite Function

Zeros (or Roots) of a Function: Relationship between the Roots and the Coefficients of a Linear Equation, and Relationship between the Roots and the Coefficients of a Quadratic Equation

Some Useful Functions in Business and Economics

Equilibrium of an Economic System

Break-Even Analysis

**Limits:**

Introduction

Limit of a Variable

Limit of a Function

Left-Hand and Right-Hand Limits

Important Results on Limit of Functions

Some Important Limits: Standard Formulas

Distinction between Limit and Value of a Function

Methods of Evaluation of Limits: Method of Substitution, Method of Factorization, Method of Rationalization and Use of Standard Formulas for Finding Limits

**Continuity:**

Continuity at a Point

Continuity on an Interval

**Module 2: Differentiation**

**[25%]**

Introduction

Concept of Slope and Rate of Change

Concept of a Derivative

Some Standard Derivatives

General Rules of Differentiation

Derivative of Various Functions: Algebraic Function, Trigonometric Function (not Inverse Trigonometric Function), Logarithmic Function, Exponential Function

**Module 3: Higher Order Differentiation, Maxima and Minima, and their Business Applications** [25%]

Successive (or Repeated) Differentiation

The Sign and Magnitude of a Derivative

Maximum and Minimum Values of a Function

Concavity, Convexity and Point of Inflection

Business Applications: Examples Related to Cost, Revenue and Profit Functions

**Module 4: Matrix and Determinant**

**[25%]**

Definition of a Matrix and its Notations

Types of Matrices

Algebra of Matrices: Addition, Subtraction and Multiplication of Matrices

Transpose of a Matrix

Determinants: Their Properties

Adjoint of a Square Matrix

Inverse of a Square Matrix

Methods of Computing the Inverse of a Matrix (of Order 2x2 and 3x3 only)

- Adjoint Matrix Method
  - Row Transformation Method
- Solution of Simultaneous Linear Equations (of 2 or 3 Unknowns and up to 3 Equations)
- Matrix Inverse Method
  - Gauss Elimination Method
  - Cramer's Rule
- Business Applications

**Note:** All results will be given without proof.

**Reference Books:**

- Business Mathematics: Theory and Application: J. K. Sharma; Ane Books
- Business Mathematics: P. Mariappan; Pearson Education
- Business Mathematics: D. C. Sancheti and V. K. Kapoor; Sultan Chand
- A Textbook of Business Mathematics: Padmalochan Hazarika; S. Chand
- Business Mathematics: J. K. Singh; Himalaya Publishing House
- Mathematics for Management: M. Raghavachari; Tata Mc Graw Hill

**Mode of Evaluation:**

Continuous Evaluation: 30%

Mid-Semester Exam: 20%

End-Semester Exam: 50%

**Assessment Tools:** Test, Quiz, Assignment, Presentation, Project etc.

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**[Five Years' (Full – Time) M.B.A. Integrated Degree Course]**

**First Year B.B.A. (Sem - II)**

**Code: KS-MBA-AEC-125 A**

**Commercial Communication**

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## **Course Credit: 2**

**Instructions:** The course is designed to improvise the ability to communicate commercially in the formal setup. The course is included in the Ability Enhancement Course of NEP. There will be approximately 30 to 35 hours direct teaching in the semester. At least two assignments in the semester would be given to the students in this subject.

**Objective:** Writing is a very important mode in the communication, especially the Business Letter. Therefore, it becomes very imperative for management students to develop their skills. This course will help the students to enhance and improve their writing skills. Moreover, it will enable the students to develop their personalities and make them confident.

**Program Outcomes:** The MBA program, offered by the institute, tries to develop analytical and strategic thinking, decision making ability and communication skills of the students. It tries to make them competent and responsible professionals to be able to become a part of the growing business and corporate sector of India. As India is slowly paving its way ahead and emerging as a global superpower, the young generation should be the agent of positive change and development of the country. The program provides knowledge, skills and proficiency to create well-read responsible graduates who are an asset for the society.

**Course Outcomes:** The course is designed to enhance the writing skill of the students in the standard commercial field. It will elaborate their understanding for the basic business letter writing skill.

## **Detailed Syllabus:**

### **Module 1:**

**[50%]**

#### **Business Letters (Theory)**

- Written Communication
- Essentials of a business letter
- Parts and forms of business letter
- Types of business letter

#### **Business Letters (Practical)**

- Enquiry and reply letter.
- Quotation
- Order – placing, execution and cancellation.
- Complaint and adjustment letter.

### **Informal communication letters**

Condolence, greeting, email, etc.

### **Module 2:**

**[50%]**

#### **Grammar & Reading**

- Phonetics
- Vocabulary, Synonyms, Antonyms & part of speech
- Confusing words (Minimum 30 words)
- One word substitute (Minimum 20 words)
- Idioms & phrasal verbs (Minimum 30 words)
- Novel (Subject to change every year as announced in the class)

#### **Reference Books:**

- Business Communication by V. K. Jain and Omprakash Biyani.
- Business Communication by Rajendra pal and korlahally.
- Business Communication by Urmila Rai and S. M. Rai.
- Modern Commercial Correspondence by R. S. N. Pillai and Bagavathi.
- Murphy's English Grammar by Raymond Murphy
- A Textbook of English phonetics for Indian students by T. Balasubramanian

#### **Mode of Evaluation:**

Continuous Evaluation 30%

Mid Semester Exam 20%

End Semester Exam 50%

**Assessment Tools:** Test, Quiz, Assignments, Presentation, Project etc.

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K. S. School of Business Management and Information Technology  
[Five Years' (Full – Time) M.B.A. Integrated Degree Course]

First Year B.B.A. (Sem - II)

Code: KS-MBA-SEC-126 A

## Production and Operations Study Report

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**Course Credit: 2**

**Instructions:**

A manufacturing unit also known as factory or production house is a physical location where various raw materials are transformed into finished goods. This report aims to focus on all the activities of a factory and series of production processes. This course is Skill Enhancement Course. Students will be guided to visit different factories in a group. A written report of the factory visit will be submitted to the college by the students.

**Objective:** Production business play a crucial role in the economy by creating and manufacturing goods or providing services. These businesses involve in transforming raw materials or components into finished product which are ready for consumption by customers. The objective of this report is to provide an overview of the productions and operations of a manufacturing unit. It explores the key aspects related to the production industry, the inputs for an organisation, production process and the output. The report aims to analyse the manufacturing unit and its working conditions and will help in understanding the overall business.

**Course outcome:** A visit to a manufacturing unit in a group will be a valuable experience for the students. They will learn about the input, production process and output of any given product in a factory. It will provide insights to the practical application of various manufacturing process, location, management techniques etc. Such exposure will help student to work in a team, interact outside and build confidence. They will also know the art of report writing.

**Chapter 1: Introduction of Product Industry**

- Government subsidies
- Legal requirements
- Top ten companies in the industry

**Chapter 2: History of the company**

- Name, nature, type, owner, establishment year, motto, goal, vision, mission, market share, growth trend, offices, factory, branches annual turnover, profit margins and means of finance.
- Various products, installed capacity, capacity utilisation, strength and weakness of the business
- Number of people working in an organisation, working hours, and policies

**Chapter 3: Input**

- Land – location of land, reasons for location, advantages of location, cost of land, transportation facility, land layout
- Building – Area of building, cost, division of building, owner or rental
- Machinery – name of machines, number of machines, year of acquisition, capacity, size, installation procedure, movable or immovable, automatic or manual, imported or domestic supplier, number of workers handling the machine, depreciation system, environment friendly, expected life, requirement of fuel, oil, water consumption, cleaning and maintenance, wastage and its disposal, insurance and spare parts.
- Furniture and Office equipment – wooden furniture, electrical fittings, mechanical and technological equipment
- Vehicles – number of vehicles and types, owned or rental, depreciation
- Raw Material – Name of supplier, types of raw material, frequency of purchase, mode of payment, ordering quantity, quality, direct and indirect material, storage of raw material, method of issuing raw material, go-downs, internal transport system, cleanliness and maintenance of raw material
- Man- Power – number of employees, detailed organisation Structure, description of work, skilled and unskilled, qualification and experience, recruitment and training, working hours, shift duration, recess, overtime, canteen facility, payment of salary and attendance register, other facilities of bonus, holidays, quarters, welfare activities, uniform, trade union, conference and seminars and workshops, staff bus facility, other motivations financial and non-financial, EPF, ESIP
- Facilities and utilities – source of electricity, water supply, security, steam, fuel, drainage and waste disposal system
- Any other facility

#### **Chapter 4: Production Process**

- Process flow chart
- Process of storage of raw material, handling, issue to production department, registers, bin card, slips etc.
- Whole production process in detail from raw material to finished goods.
- Process of packing finished goods
- Treatment of wastage and its disposal

#### **Chapter 5: Output**

- Product specifications (colour, size, shapes, fragrance, quantity)
- Features of product and usefulness
- Quality control
- Storage of finished goods, warehouse, security

#### **Chapter 6: Conclusion**

- Major learnings
- Usefulness and importance of the report
- Recommendations

#### **Chapter 7: References**

- Bibliography



- Webography

**Reference Books:**

- Principles of Management by Tripathy & Reddy (Tata McGraw-Hill)
- Principles and Practices of Management by L. M. Prasad (Sultan Chand and Sons).

**Mode of Evaluation:**

Report Evaluation 40%

Presentation 20%

Viva voce 20%

Internal marks 20%

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First Year B.B.A. (Sem - II)

Code: KS-MBA-VAC-127 A

Wellness Management

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## **Course Credit: 2**

**Instructions:** Everyone desires to live a healthy and meaningful life. To achieve physical and mental fitness, one needs to be aware about body structure and anatomy, various nutrients and different types of physical activities that keep human body healthy and fit. This course presents the anatomy of human body and the ways and means to keep it perfectly working. It is a Value Added Course requiring approximately 30 to 35 hours of direct teaching in the second semester. During the course minimum two assignments will be given.

**Objective:** There is an old saying that” Health is Wealth.” We need to maintain balance between earning wealth and managing good health. The objective of this course is to introduce to the students the significance of wellness of body and mind the ways to achieve them.

**Program Outcomes:** The MBA program, offered by the institute, tries to develop analytical and strategic thinking, decision making ability and communication skills of the students. It tries to make them competent and responsible professionals to be able to become a part of the growing business and corporate sector of India. As India is slowly paving its way ahead and emerging as a global superpower, the young generation should be the agent of positive change and development of the country. The program provides knowledge, skills and proficiency to create well-read responsible graduates who are an asset for the society.

**Course Outcomes:** This course promotes nutrition education and physical activity with the objective of improving students’ health. It focuses on overall mind and body fitness that creates positive attitude, knowledge building and enjoyable learning.

## **Detailed Syllabus:**

### **Module 1:**

**[50%]**

#### **Human Anatomy and Body Systems**

- Knowing human body, its organ systems and their functioning
- Cell and its types
- The 11 human body systems: nervous system, integumentary system, respiratory system, digestive system, excretory system, skeletal system, muscular system, circulatory system, endocrine system, reproductive system, lymphatic (immune) system

#### **Food and Nutrition**

- Food, Nutrition and Nutrients
- Balanced Diet -RDA, Food guide pyramid, Calorie standards
- Dietary patterns in youngsters, modifying diet behaviour.

- Eating disorders

**Module 2:**

**[50%]**

**Health Management**

- Common diseases in humans, immunity, AIDS, Cancer, Alcohol and Drug abuse
- Health Education: meaning, scope, aims and objectives.
- Challenges and opportunities of health care in India
- Types of health insurance policies

**Mind Body Wellness**

- Physical Fitness: importance, need, components, activities
- Yoga: importance, benefit, asanas
- Meditation: purpose, benefit and techniques

**Reference Material:**

- Human Anatomy and Body Systems:  
<https://www.bisdtx.org/cms/lib/TX02218757/Centricity/Domain/2450/HumanBodySystems.pdf>
- Food and Nutrition : <https://ncert.nic.in/textbook/pdf/kehe103.pdf>
- Human Health and Disease: <https://ncert.nic.in/ncerts/l/lebo108.pdf>
- Health Education: <https://egyankosh.ac.in/bitstream/123456789/7846/1/Unit-1.pdf>
- Healthcare in India: Challenges and Opportunities
- Health Insurance: <https://nios.ac.in/media/documents/vocinsservices/m4-5f.pdf>
- Physical fitness: <https://ncert.nic.in/textbook/pdf/iehp104.pdf>
- Yoga and Meditation:  
[http://www.sinhgad.edu/sinhgad-institutes-ac/college-pages/SCOAC\\_Sr/pdf/aasana.pdf](http://www.sinhgad.edu/sinhgad-institutes-ac/college-pages/SCOAC_Sr/pdf/aasana.pdf)

**Mode of Evaluation:**

Continuous Evaluation 30%

Mid Semester Exam 20%

End Semester Exam 50%

**Assessment Tools:** Test, Quiz, Assignment, Presentation, Project etc.