

SEM- I



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester - I

Course code	Course Name	Hours/week			Credit	Max. Marks
		L	T	P		
25BVBW11C01	Skin Science and Care	L	T	P	Cr	100
		2	0	0	2	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
	Midterm Examination (MTE) - 15 Marks					
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> • To understand the structure, types, and functions of the skin. • To identify skin conditions and perform accurate skin analysis. • To practice client consultation, hygiene, and safety protocols. • To learn basic facial treatment procedures and product selection. • To develop awareness of skincare ingredients, product safety, and industry trends. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Skin Structure and Functions				6	CO1
<ul style="list-style-type: none"> • Importance of skin in beauty therapy • Structure and layers of skin (epidermis, dermis, hypodermis) • Functions of the skin • Skin glands and their functions • Nerves and blood circulation in skin • Skin elasticity, collagen, melanin, pigmentation • Interesting facts about the skin 						
UNIT-II	Skin Types and Skin Problems				5	CO2

- Classification of skin types: Normal, Oily, Dry, Combination, Sensitive
- Characteristics and needs of each skin type
- Common skin conditions: Acne, dehydration, pigmentation, aging, blackheads
- Factors affecting skin type: environment, genetics, lifestyle
- Brief introduction to skin disorders (eczema, rosacea, dermatitis)

UNIT-III	Skin Analysis and pH of Skin	4	CO3
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- Methods of skin analysis: visual inspection, touch, magnifying lamp
- Use of diagnostic tools and apps: Wood's lamp, skin scanner (overview), introductions to apps for skin analysis
- Importance of correct skin assessment before treatments
- Concept of pH and its role in skin health
- Maintaining pH balance through suitable products

UNIT-IV	Client Consultation and Hygiene	4	CO4
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- Steps in client consultation: form filling, observation, history-taking
- Identifying contraindications and taking client consent
- Maintaining client records and privacy

UNIT-V	Basic Skin Care and Trolley Setting	6	CO5
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- Purpose and benefits of facial treatments
- Facial steps: Cleansing, exfoliation, steaming, extraction, massage, mask, toning, moisturizing
- Massage manipulations and effects on skin
- Setting up a facial trolley: tools, product layout
- Client preparation and draping
- Product selection based on skin type and condition
- Contraindications and precautions before facial treatments

UNIT-VI	Skincare Products, Ingredients and Dermatological Safety	5	CO5
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- **Classification of skincare products:** cleansers, toners, serums, masks, moisturizers, exfoliators, sunscreens
- **Key active ingredients:** Vitamin C, Hyaluronic Acid, Retinol, Niacinamide, Peptides, Ceramides
- **Patch testing and allergy awareness:** Importance of sensitivity testing, identifying adverse reactions
- **Sun protection (SPF):** Physical vs chemical sunscreens, SPF ratings and broad-spectrum protection
- **Skincare myths vs facts:** Science-backed clarification of common misconceptions

Total hours	30 Hours/ Periods
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| Skill Attained | <ul style="list-style-type: none"> • In-depth understanding of skin physiology • Accurate analysis of skin type and conditions • Confidence in facial procedures and safety protocols • Ability to recommend and interpret skincare products effectively • Awareness of dermatological standards and global trends |
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| Outcome(s) | <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand skin structure, layers, and their functions |
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- **CO2:** Identify skin types and assess common skin conditions
- **CO3:** Apply methods for skin analysis and understand pH balance
- **CO4:** Execute client consultations and follow hygiene protocols
- **CO5:** Perform basic facials and recommend safe, effective skincare products

TEXT BOOK:

1. Beauty Therapy: The Foundation Level II by Lorraine Nordmann.
2. Professional Beauty Therapy Level III by Lorraine Nordmann.

REFERENCES BOOK:

1. Naturally Healthy Skin by Stephanie Tourles, Storey Books.
2. Skin Care by Dr. Renu Gupta.

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 1C01	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	M	L	L	M	L	M	L	L	S	S	M	M	L
CO2	S	M	M	S	L	M	M	M	L	S	M	S	S	M
CO3	S	L	M	L	S	L	S	L	L	M	M	S	S	L
CO4	S	S	M	S	M	M	S	M	M	M	S	S	S	S
CO5	M	S	L	S	M	M	S	S	M	S	M	S	M	S



Diploma in Beauty and Wellness
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SYLLABUS
Semester - I

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW11C02	Skin Science and Care Lab	L	T	P	C	100
		0	0	2	1	
Pre-requisite	NA					
Evaluation Scheme	Practical				Hours	Marks
	External (End Semester Exam)				3	40
	Internal					60
Internal Practical		- 40 Marks				
Continuous Assessment		- 20 Marks				
Objective(s)	<ul style="list-style-type: none"> To train students in proper setup of skin care trolley, product handling, and equipment hygiene. To develop practical skills in skin analysis and selection of suitable products. To perform step-by-step facial treatments based on skin type with professional techniques and aftercare. 					
Practical	Topic to be Covered				Hours	Course Outcome addressed
Practical-I	Trolley Setup, Product Arrangement and Equipment Hygiene				4	CO1
<ul style="list-style-type: none"> Identification and arrangement of skincare products Setting up the facial trolley for various treatments Introduction to facial tools and equipment Demonstration of hygiene protocols (use of sanitizers, sterilization of tools) UV cabinet, autoclave usage and importance of disposables 						
Practical-II	Client Consultation, Draping and Contraindications				3	CO2
<ul style="list-style-type: none"> Conducting professional client consultation using forms Observation and questioning techniques Identifying contraindications and client-specific concerns Performing proper client draping and preparation Recording and maintaining consultation logs 						

Practical-III	Skin Analysis Techniques and Product Selection	4	CO3
<ul style="list-style-type: none"> • Visual and manual skin analysis (touch, magnifying lamp) • Use of Wood’s lamp and facial mirror • Determining skin types and conditions (dry, oily, sensitive, combination) • Selection of cleansers, toners, moisturizers, and masks based on skin analysis • Product suitability and justification 			
Practical-IV	Cleansing, Toning, Scrubbing and Moisturizing	6	CO4
<ul style="list-style-type: none"> • Demonstration and practice of double cleansing • Toning techniques and product application • Exfoliation: physical and chemical scrubs (theory and demo) • Application of moisturizer as per skin needs • Steps of basic skincare routine 			
Practical-V	Facial Massage Techniques	6	CO5
<ul style="list-style-type: none"> • Introduction to facial massage strokes: effleurage, petrissage, tapotement, friction • Pressure points and their effects on skin health • Benefits of massage in improving blood circulation and lymph drainage • Use of massage creams/gels as per skin type • Precautions during facial massage 			
Practical-VI	Complete Facial Treatment as per Skin Type and Aftercare Guidance	7	CO3-5
<ul style="list-style-type: none"> • Performing a full facial routine customized to the client’s skin type • Steps: Cleansing → Scrubbing → Steaming → Extraction (if needed) → Massage → Mask → Toning → Moisturizing • Application of suitable products at each step • Explaining post-facial skincare routine and aftercare do’s and don’ts • Professional behavior and hygiene during and after treatment 			
		Total hours	30 Hour / Periods
Skill Attained	<ul style="list-style-type: none"> • Ability to set up and manage treatment trolley and maintain hygiene. • Proficiency in analyzing skin types and selecting appropriate products. • Hands-on experience in performing facial procedures, massage techniques, and client consultation. • 		
Outcome(s)	<p>At the end of the course, the students will be able to:</p> <p>CO1: Understand the setup of a skincare treatment trolley, including hygiene and equipment handling</p> <p>CO2: Perform professional client consultations, identify contraindications, and maintain consultation records</p> <p>CO3: Conduct thorough skin analysis and select appropriate skincare products based</p>		

on skin type and condition

CO4: Demonstrate correct techniques for basic skincare routines including cleansing, toning, exfoliating, and moisturizing

CO5: Execute full facial treatments with massage and aftercare guidance according to different skin types

TEXT BOOK:

1. Beauty Therapy: The Foundation Level II by Lorraine Nordmann.

2. Professional Beauty Therapy Level III by Lorraine Nordmann.

REFERENCES:

1. Naturally Healthy Skin by Stephanie Tourles, Storey Books.

2. Skin Care by Dr. Renu Gupta.

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping

(S/M/W indicates strength of correlation)

S-Strong, M-Medium, L-Low

25BVBW11C02	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO ₃	PSO4
CO1	M	S	L	S	M	L	S	L	M	M	L	S	L	M
CO2	S	S	M	S	M	M	S	M	L	M	S	S	M	S
CO3	S	S	S	S	M	S	S	S	M	S	S	S	S	S
CO4	M	S	M	S	S	M	S	M	L	M	S	S	M	S
CO5	S	S	M	S	M	M	S	M	M	S	S	S	S	S



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester- I

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW11C03	Foundation of Beauty Therapy	L	T	P	Cr	100
		2	0	0	2	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
Midterm Examination (MTE) - 15 Marks						
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> To introduce the basic concepts, tools, and techniques of beauty therapy services. To ensure understanding of hygiene, safety, and client care in beauty practices. To develop foundational skills in threading, waxing, bleaching, manicure, and pedicure. To educate students on client consultation and selecting appropriate services based on need. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Introduction to Beauty Therapy and Hygiene				4	CO1
<ul style="list-style-type: none"> Definition and scope of beauty therapy Professional code of conduct and appearance of a Beauty Therapist Importance of hygiene, sanitation, and sterilization Infection control: bacteria, viruses, fungus – sources and prevention Methods of sterilization: UV cabinet, autoclave, chemical Client preparation and salon environment setup 						
UNIT-II	Threading – Concepts and Techniques				5	CO1-2

- Temporary hair removal methods overview
- Hair and skin anatomy and physiology related to threading
- Tools and materials: types of threads, sanitizers, powders
- Threading techniques
- Eyebrow shaping according to face shape, judging brow length and arch
- Threading hygiene practices and precautions
- Contraindications: skin sensitivity, allergies, acne-prone skin

UNIT-III	Waxing – Techniques and Skin Safety	6	CO2-3
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- Types of wax: hot, cold, roll-on, sugar, hard wax
- Hair growth cycle and how it affects waxing
- Pre-waxing skin analysis and consultation
- Waxing procedure: legs, arms, underarms, face
- Contraindications: varicose veins, wounds, sunburn
- Pre- and post-wax care (exfoliation, soothing creams)
- Handling waxing side effects and client discomfort

UNIT-IV	Bleaching – Skin Types and Application	5	CO3
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- Types of bleach: creme, fruit-based, lather, protein
- Skin analysis before bleaching: tone, sensitivity, allergies
- Patch test procedure and importance
- Bleaching procedure: face and body parts
- Client consultation and product recommendation
- Handling reactions, side effects, and aftercare
- Myths vs facts in bleaching

UNIT-V	Manicure – Hand Care	5	CO4
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- Structure and anatomy of nails
- Common nail problems and disorders (brittle nails, fungal infections)
- Tools and equipment used in manicure
- Steps in manicure: filing, soaking, cuticle care, massage, polish
- Types of manicures: basic, French
- Hygiene practices and sterilization of tools
- Precautions for diabetic or sensitive clients

UNIT-VI	Pedicure – Foot Care	5	CO4-5
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- Importance of foot hygiene in beauty and wellness
- Pedicure tools and products
- Pedicure procedure: soaking, scrubbing, massage, nail shaping, polish
- Types of pedicure: basic, French, spa
- Handling foot problems: cracked heels, fungal infections, corns
- Client consultation and selecting appropriate pedicure service
- Safety for high-risk clients (e.g., elderly, diabetic)

Total hours	30 Hours/ Periods
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Skill Attained	<ul style="list-style-type: none"> • Ability to perform basic beauty treatments like threading, waxing, bleaching, manicure, and pedicure. • Knowledge of skin, hair, and nail structure and hygiene protocols. • Proficiency in handling tools, assessing skin types, and ensuring client safety and satisfaction.
Outcome(s)	<p>At the end of the course, the students will be able to:</p> <p>CO1: Understand hygiene, sanitation, and safety procedures in beauty therapy practices. CO2: Identify and use tools and equipment for threading, waxing, bleaching, manicure, and pedicure. CO3: Understand basic anatomy of skin, hair, and nails relevant to beauty services. CO4: Perform basic beauty treatments with correct techniques and professional care. CO5: Conduct client consultation and recommend appropriate beauty services.</p>

TEXT BOOK:

1.	Milady's Standard Cosmetology, Milady Publishing.
2.	Salon Fundamentals: A Resource for Your Cosmetology Career, Pivot Point International.

REFERENCES BOOK:

1.	Preparing for the Practical Exam: Milady's Standard Cosmetology.
2.	The Complete Beauty Book by Arlene Mathew, Varun Publications, Bangalore.

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 1C03	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	L	L	M	M	L	S	L	L	M	M	L	M	L
CO2	M	S	M	S	M	L	M	L	M	M	L	S	M	S
CO3	S	L	M	L	L	L	M	L	L	S	S	M	M	L
CO4	S	S	S	S	M	M	S	M	M	S	S	S	S	S
CO5	M	M	M	M	L	M	S	S	M	M	M	S	S	S



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester - I

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW11C04	Foundation of beauty therapy Lab	L	T	P	C	100
		0	0	4	2	
Pre-requisite	NA					
Evaluation Scheme	Practical				Hours	Marks
	External (End Semester Exam)				3	40
	Internal					60
Internal Practical - 40 Marks		Continuous Assessment - 20 Marks				
Objective(s)	<ul style="list-style-type: none"> To develop hands-on skills in basic beauty services including threading, waxing, bleaching, manicure, and pedicure. To ensure understanding and implementation of hygiene, client consultation, and safety protocols. To build confidence in using tools, products, and techniques suited to various skin types and nail. 					
Practical	Topic to be Covered				Hours	Course Outcome addressed
Practical-I	Threading Techniques and Eyebrow Shaping				10	CO1
<ul style="list-style-type: none"> Skin analysis before threading Threading on upper lip, chin, forehead, full face Eyebrow shaping based on face structure Judging brow length, hygiene, contraindications, and post-care 						
Practical-II	Waxing – Tools, Types and Application				10	CO2
<ul style="list-style-type: none"> Types of wax: hot, cold, roll-on, sugar Waxing equipment and skin preparation Waxing on arms, legs, and underarms Pre- and post-waxing care 						

- Contraindications and managing skin sensitivity

Practical-III	Bleaching – Skin Analysis, Patch Testing and Application	10	CO3
<ul style="list-style-type: none"> • Types of bleach: creme, fruit-based, lather, protein • Skin type identification and sensitivity check • Patch test procedure • Step-by-step bleaching techniques • Post-bleaching care and handling adverse reactions 			
Practical-IV	Manicure – Nail Care and Techniques	12	CO4
<ul style="list-style-type: none"> • Tools and hygiene practices • Steps in basic and spa manicure • Cuticle care, massage, and polish application • Hand hygiene and client comfort 			
Practical-V	Pedicure – Foot Care and Spa Techniques	12	CO5
<ul style="list-style-type: none"> • Pedicure tools and sterilization • Basic, French, and spa pedicure techniques • Exfoliation, massage, and nail polish application • Client safety and precautions for high-risk clients 			
Practical-VI	Client Consultation and Professional Setup Management	6	CO1-5
<ul style="list-style-type: none"> • Conducting client consultation before services • Recording preferences, contraindications, and past reactions • Maintaining setup hygiene, personal grooming, and client communication • Salon etiquette, documentation, and professionalism 			
Total hours		60 Hour / Periods	
Skill Attained	<ul style="list-style-type: none"> • Competence in performing temporary hair removal methods like threading and waxing. • Proficiency in bleaching procedures with proper skin analysis and safety checks. • Practical ability to conduct manicures and pedicures with professional hygiene standards. • Skill in client consultation and maintaining professional appearance during services. 		
Outcome(s)	<p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Perform safe and hygienic threading and eyebrow shaping techniques based on face structure. • CO2: Execute waxing treatments using various types and tools with proper skin assessment and safety. • CO3: Apply suitable bleaching methods according to skin type, with correct patch testing and precautions. • CO4: Perform manicure procedures including nail shaping, cuticle care, and hand 		

massage professionally and confidently.

- CO5: Carry out pedicure services addressing foot care needs while maintaining client safety and tool hygiene

TEXT BOOK:

1. Beauty Therapy: The Foundations, Level 2

2. **Professional Beauty Therapy: The Official Guide to Level 2"** by Jane Hiscock and Frances Lovett

REFERENCES:

1. **The Complete Beauty Therapist"** by Sue Fox

2. *Milady Standard Esthetics: Fundamentals* by Milady

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW11 C04	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	M	S	L	S	M	L	S	L	L	M	M	S	M	S
CO2	M	S	M	S	M	M	S	M	M	M	L	S	M	S
CO3	S	M	M	S	M	M	S	L	L	M	M	S	S	M
CO4	M	S	L	S	M	L	S	L	M	M	L	S	M	S
CO5	M	S	L	S	M	M	S	M	M	M	L	S	M	S



Diploma in Beauty and Wellness
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SYLLABUS
Semester- I

Course code	Course Name	Hours/week			Credit	Max. Marks
		L	T	P		
25BVBW11C05	Basic Hair Care and Styling	L	T	P	Cr	100
		2	0	0	2	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
	Midterm Examination (MTE) - 15 Marks					
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> To understand the structure, growth cycle, and characteristics of hair. To develop the ability to analyze hair and scalp conditions and identify common problems. To train in professional shampooing, conditioning, and scalp massage techniques. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Hair Structure and Growth				6	CO1
<ul style="list-style-type: none"> Hair structure: root and shaft Chemical composition of hair Hair growth cycle: Anagen, Catagen, Telogen Internal and external factors affecting hair growth 						
UNIT-II	Hair Types, Hair Analysis and Scalp Conditions				4	CO2
<ul style="list-style-type: none"> Types of hair: Straight, Wavy, Curly, Coily Hair texture, density, porosity, and elasticity Hair and scalp analysis techniques 						

- Common scalp conditions: dandruff, dryness, oily scalp, infections

UNIT-III	Types of Alopecia and Hair Loss Conditions	6	CO2
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- Understanding hair loss: temporary vs. permanent
- Types of alopecia:
 - **Androgenic Alopecia**
 - **Alopecia Areata**
 - **Cicatricial (Scarring) Alopecia**
 - **Telogen Effluvium**
 - **Traction Alopecia**
- Causes: genetic, hormonal, medical, nutritional, mechanical
- Basic overview of treatments and professional care referral

UNIT-IV	Shampooing and Rinsing – Principles and Techniques	5	CO3
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- Purpose of shampooing and preparation
- Chemistry of water and pH balance
- Types of shampoos and their usage
- Client preparation and consultation
- Step-by-step shampoo and rinsing procedure
- Safety and hygiene during shampooing

UNIT-V	Hair Conditioning	4	CO4
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- Hair conditioning: purpose, benefits, and types
- Deep conditioning vs. leave-in products

UNIT-VI	Scalp Massage	5	CO5
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- Scalp massage techniques: Effleurage, Petrissage, Friction, Tapotement
- Equipment used, safety precautions, and benefits for hair growth
- Indian Head Massage: Techniques & Benefits

Total hours	30 Hours/ Periods
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Skill Attained	<ul style="list-style-type: none"> • Understanding of hair anatomy, growth cycles, and scalp conditions • Proficiency in shampooing, conditioning, and massage • Knowledge of common alopecia types and client referral cues • Foundation skills in safe and effective thermal styling techniques
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Outcome(s)	<p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand the structure, growth cycle, and composition of hair • CO2: Analyze hair/scalp types and identify common conditions and hair loss types • CO3: Perform effective shampooing and rinsing techniques • CO4: Perform effective conditioning and rinsing techniques • CO5: Conduct scalp massages using correct methods and hygiene practices
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TEXT BOOK:

1.	The Science of Hair Care by John Wilkinson.
2.	Great Hair by Davis Biton.

REFERENCES BOOK:

1.	Diseases of the Hair and Scalp by R.P.R. Dawber, Blackwell Science.
2.	A Practical Treatise on the Diseases of the Hair and Scalp by George Thomas Jackson.

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 1C05	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	L	M	L	M	L	M	L	L	M	S	M	M	L
CO2	S	M	M	S	L	L	M	L	L	M	M	S	S	M
CO3	M	S	M	S	M	L	S	L	M	M	L	S	M	S
CO4	M	S	L	S	M	L	S	L	M	M	L	S	M	S
CO5	M	S	M	S	M	L	S	L	M	M	L	S	M	S



Diploma in Beauty and Wellness
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SYLLABUS
Semester- I

Course code	Course Name	Hours/week			Credit	Max. Marks
		L	T	P		
25BVBW11C06	Basic Hair Care and Styling Lab	0	0	4	2	100
Pre-requisite	NA					
Evaluation Scheme	Practical				Hours	Marks
	External (End Semester Exam)				3	40
	Internal					60
	Internal Practical	- 40 Marks				
	Continuous Assessment	- 20 Marks				
Objective(s)	<ul style="list-style-type: none"> • To impart foundational knowledge of hair structure and scalp conditions. • To develop practical skills in hair sectioning, shampooing, and conditioning. • To train students in basic and advanced scalp massage techniques. • To enable the correct use of thermal styling tools. • To develop personalized hair care and consultation skills. 					
Practical	Topic to be Covered				Hours	Course Outcome addressed
Practical-I	Hair and Scalp Analysis				5	CO1
	<ul style="list-style-type: none"> • Personal and salon hygiene practices • Identifying scalp conditions and hair types 					
Practical-II	Hair Sectioning and Shampooing Techniques				10	CO2
	<ul style="list-style-type: none"> • Types of hair sectioning • Proper shampooing methods for different hair types 					
Practical-III	Conditioning Treatments				10	CO3
	<ul style="list-style-type: none"> • Rinse-off, deep-conditioning and leave-in applications • Hair towel wrap techniques 					
Practical-IV	Scalp Massage Techniques				10	CO4
	<ul style="list-style-type: none"> • Basic manipulations: Effleurage, Petrissage, Friction • Advanced: Tapotement, Vibration, Pressure Points 					
Practical-V	Thermal Styling Tools and Techniques				15	CO5
	<ul style="list-style-type: none"> • Introduction to Thermal Styling 					

- Temperature Control
- Thermal Styling Technique
- Aftercare and Product Usage

Practical-VI	Blow Drying and Finishing Techniques	10	CO5
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- Volume, sleek, curly blow dry styles
- Tools and heat control
- Finishing techniques

Total hours	60 Hour / Periods
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Skill Attained

- Execution of shampooing, conditioning, and massage techniques.
- Proper usage of styling tools and products.
- Ability to provide customized client aftercare.
- Proficiency in basic thermal styling and professional blow drying.

Outcome(s)

- At the end of the course, the students will be able to:
- **CO1:** Understand hair structure, hygiene, and analyze scalp/hair conditions.
 - **CO2:** Perform hair sectioning, shampooing, and conditioning procedures professionally.
 - **CO3:** Apply scalp massage techniques for relaxation and stimulation.
 - **CO4:** Select and apply hair care products and provide aftercare consultation.
 - **CO5:** Execute safe and effective thermal styling and blow drying techniques.

TEXT BOOK:

1. The Science of Hair Care by John Wilkinson.
2. *Milady Standard Cosmetology by Milady*

REFERENCES:

1. Great Hair by Davis Biton.
2. *Hairdressing: The Foundations, Level 2 by Leo Palladino and Martin Green*

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 1C06	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	L	M	M	M	L	S	L	L	M	M	M	S	L
CO2	M	S	L	S	M	L	M	L	M	M	L	S	M	S
CO3	M	S	L	S	M	L	S	L	M	M	L	S	M	S
CO4	M	M	S	S	M	L	M	L	L	M	M	S	S	M
CO5	M	M	M	M	L	M	S	S	M	S	M	S	S	S



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester- I

Course code	Course Name	Hours/week			Credit	Max. Marks
		L	T	P		
25BVBW11 E01	Salon and Spa Management	L	T	P	Cr	100
		3	0	0	3	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
	Midterm Examination (MTE) - 15 Marks					
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> • To provide students with foundational knowledge of the salon and spa industry's structure, types, and services. • To familiarize students with standard operating procedures and best practices in salon and spa operations. • To equip learners with the skills to manage inventory, resources, and vendor relations effectively. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Introduction to Salon and Spa Industry				7	CO1
<ul style="list-style-type: none"> • Overview of the Beauty and Wellness sector • Evolution of salon and spa services • Types of formats: Day spas, destination spas, medical spas, wellness centres • Organizational hierarchy and departmental roles 						

- Concept of service menus and treatment listings

UNIT-II	Salon and Spa Operations	8	CO2
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- Standard operating procedures (SOPs)
- Client consultation, appointment scheduling, and service delivery
- Hygiene and sanitation practices
- Sterilization methods and waste disposal (cosmetic, biomedical, organic)
- Handling client grievances and feedback resolution

UNIT-III	Resource and Inventory Management	8	CO3
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- Inventory planning and procurement process
- Managing beauty/wellness products: shelf life, rotation, monitoring
- Setting reorder levels, restocking procedures
- Vendor management and Annual Maintenance Contracts (AMC)
- Introduction to salon inventory software tools

UNIT-IV	Human Resource Management in Salon and Spa	8	CO4
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- Staffing: roles of stylists, therapists, managers, and receptionists
- Hiring, onboarding, and grooming standards
- Staff training and motivation
- Shift planning, payroll, and incentives
- Ethical behavior and client confidentiality

UNIT-V	Financial and Business Planning	7	CO5
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- Basic financial planning and budgeting for salons/spas
- Pricing strategies for services
- Understanding profit margins and cost control
- Billing systems and point-of-sale (POS) integration
- Financial record maintenance

UNIT-VI	Marketing and Client Retention Strategies	7	CO5
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- Branding and visual merchandising
- Social media and digital marketing for salons/spas
- Loyalty programs and membership plans
- Referral systems, reviews, and online reputation management
- Seasonal promotions and event tie-ups

Total hours	45 Hours/ Periods
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Skill Attained	<ul style="list-style-type: none"> • Ability to identify various formats and functions of salons and spas. • Proficiency in implementing SOPs, hygiene protocols, and client service operations. • Capability to manage salon/spa inventory, monitor product usage, and coordinate with vendors.
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Outcome(s)	<p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand the organizational and functional aspects of the salon and spa
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industry

- **CO2:** Operate a salon/spa with clear knowledge of SOPs, hygiene, and client service
- **CO3:** Efficiently manage inventory, procurement, and vendor coordination
- **CO4:** Apply HR principles in managing staff performance and workplace ethics
- **CO5:** Plan business finances and implement marketing strategies to enhance profitability and client retention

TEXT BOOK:

1.	<i>Salon and Spa Management by Edward Tezak</i>
2.	<i>Beauty & Wellness Industry: Business and Management by Seema Gupta</i>

REFERENCES BOOK:

1.	Milady Standard Esthetics: Fundamentals
2.	The Spa Manager’s Essential Guide by Mike Wallace.

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 1E01	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	L	M	L	L	L	M	M	M	S	M	L	M	M
CO2	M	M	M	S	M	M	S	S	M	S	M	S	S	S
CO3	L	L	S	M	L	M	M	M	M	S	L	M	M	S
CO4	L	L	M	L	L	L	S	S	S	S	L	M	M	S
CO5	M	M	M	S	M	M	S	S	M	S	M	S	S	S



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester- I

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW11E02	Nutrition for Skin Health	L	T	P	Cr	100
		3	0	0	3	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
	Midterm Examination (MTE) - 15 Marks					
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> • To introduce the concept of nutrition and its direct impact on skin health. • To explain the role of essential nutrients, vitamins, minerals, and water in maintaining healthy skin. • To identify harmful dietary habits and food items that negatively affects the skin. • To promote healthy eating habits that support natural skin glow and rejuvenation. • To build awareness of dietary planning before and after skincare treatments. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Introduction to Nutrition and Skin				8	CO1
<ul style="list-style-type: none"> • Definition of nutrition and its significance for skin • Overview of skin anatomy and physiology • Link between nutrition and skin function • Common symptoms of poor nutrition visible on skin 						
UNIT-II	Essential Nutrients for Healthy Skin				8	CO2
<ul style="list-style-type: none"> • Role of Vitamins A, C, and E for skin protection and repair • Important minerals: Zinc, Selenium, Iron – their benefits and food sources 						

- Protein's role in cell regeneration and collagen production
- Importance of Omega-3 fatty acids and healthy fats

UNIT-III	Water and Fluids in Skin Health	7	CO3
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- Role of water in skin hydration and elasticity
- Dehydration and its visible impact on the skin
- Healthy hydration habits and fluid requirements
- Benefits of herbal teas, infused waters, and detox drinks

UNIT-IV	Foods to Avoid for Skin Wellness	8	CO4
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- Processed foods, fried items, and refined sugars as acne triggers
- Soft drinks, excessive caffeine, and alcohol
- Inflammatory foods and food intolerances
- Lifestyle contributors: stress eating, late-night snacking, smoking

UNIT-V	Healthy Eating Habits for Skin	7	CO4
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- Balanced meal planning for skin nourishment
- Role of raw foods, seasonal fruits, and vegetables
- Pre- and post-skincare treatment nutrition
- Homemade juices, smoothies, and anti-inflammatory foods

UNIT-VI	Special Skin Conditions and Dietary Recommendations	7	CO5
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- Nutrition for common skin issues: acne, eczema, dryness, pigmentation
- Role of antioxidants and gut health in skin wellness
- Diet-based approaches for anti-aging
- Role of fasting, detox diets, and mindful eating

Total hours	45 Hours/ Periods
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Skill Attained

- Understanding the connection between diet and skin condition.
- Ability to identify nutrient-rich foods that support skin health.
- Awareness of hydration practices and the role of herbal and natural drinks.

Outcome(s)

At the end of the course, the students will be able to:

- **CO1:** Describe the role of nutrition and its effects on skin health.
- **CO2:** Identify essential vitamins, minerals, and nutrients required for healthy skin.
- **CO3:** Explain the significance of hydration and healthy fluid intake for skin wellness.
- **CO4:** Evaluate dietary habits and recommend nutrition plans for optimal skin care.
- **CO5:** Suggest diet-based approaches to support treatment of specific skin conditions.

TEXT BOOK:

1. Nutrition and Skin: Lessons for Anti-Aging, Beauty and Healthy Skin" by Apostolos Pappas
2. Nutrition for Healthy Skin" by Jean Krutmann

REFERENCES BOOK:

1. **Advanced Nutrition and Human Metabolism"** by Sareen S. Gropper and Jack L. Smith
2. **The Clear Skin Diet"** by Alan C. Logan and Valori Treloar

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 1E02	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	L	M	L	M	L	M	L	L	M	S	M	M	L
CO2	S	M	M	S	L	L	M	L	L	M	M	S	S	M
CO3	M	S	M	S	M	L	S	L	M	M	L	S	M	S
CO4	M	S	L	S	M	L	S	L	M	M	L	S	M	S
CO5	S	M	S	S	S	M	M	L	L	S	L	M	S	M

SEM – II



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester- II

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW12C01	Facial Care and Skin Rejuvenation	L	T	P	Cr	100
		3	0	0	3	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
Midterm Examination (MTE) - 15 Marks						
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> To provide knowledge of various facial types and their applications for different skin conditions. To train students in the correct use of facial tools, products, and hygiene practices. To develop skills in preparing and applying facial masks and natural skin treatments. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Introduction to Facial Treatments and Client Analysis				7	CO1
<ul style="list-style-type: none"> Definition, purpose, and importance of facials Client consultation and skin analysis Skin types and conditions: dry, oily, normal, sensitive, acne-prone, etc. Facial selection based on skin analysis Contraindications and precautions 						
UNIT-II	Basic and Intermediate Facials				8	CO2
<ul style="list-style-type: none"> Clean-up procedures and basic facials Fruit facial, herbal facial, aroma facial Facial for sensitive or dull skin 						

<ul style="list-style-type: none"> Steps and techniques for intermediate-level facials 			
UNIT-III	Advanced and Specialized Facials	8	CO2
<ul style="list-style-type: none"> Anti-aging facials Customized facials for pigmentation, mature skin, and problematic skin types 			
UNIT-IV	Facial Masks – Types, Ingredients and Applications	10	CO3
<ul style="list-style-type: none"> Purpose of facial masks Types: clay, peel-off, paraffin wax, latex, ayurvedic, thermal, fruit/vegetable-based Ingredients and their effects on skin Proper application, timing, and safe removal Mask selection based on treatment goals 			
UNIT-V	Tools, Equipment and Hygiene Practices	6	CO4
<ul style="list-style-type: none"> Facial equipment: steamer, ozone machine, blackhead extractor, brush sets, etc. Sanitization and sterilization procedures Safety protocols during facial treatments Product hygiene and storage Professionalism and salon ethics 			
UNIT-VI	Post-Treatment Care and Client Management	6	CO4
<ul style="list-style-type: none"> Post-facial care and homecare recommendations Creating personalized treatment plans Maintaining treatment records Follow-up consultation Client communication and feedback 			
Total hours		45 Hours/ Periods	
Skill Attained	<ul style="list-style-type: none"> Ability to perform basic to advanced facial treatments based on client skin type and concerns. Proficiency in handling facial tools, hygiene protocols, and mask application techniques. Capability to consult clients and recommend suitable facials and homecare regimens using natural or customized blends. 		
Outcome(s)	<p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> CO1: Understand facial basics, client consultation, and skin analysis for personalized treatments. CO2: Perform clean-up and intermediate facial techniques according to skin type and concerns. CO3: Apply advanced and specialized facials targeting aging, pigmentation, and problematic skin. CO4: Identify and apply suitable facial masks with appropriate ingredients and application steps. CO5: Operate facial tools hygienically and manage post-care, records, and client 		

follow-ups.

TEXT BOOK:

1. Milady's Standard Cosmetology, Milady Publishing.
2. Beauty Therapy: The Foundation Level II by Lorraine Nordmann.

REFERENCES BOOK:

1. Naturally Healthy Skin by Stephanie Tourles, Storey Books.
2. Beautiful Skin: Every Woman's Guide to Looking Her Best at Any Age by David E. Bank and Estelle Sobel.

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 2C01	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	L	L	M	M	L	S	L	L	M	M	L	M	L
CO2	M	S	M	S	M	L	M	L	M	M	M	S	M	S
CO3	S	L	M	L	L	L	M	L	L	M	S	M	S	L
CO4	S	S	M	S	M	M	S	M	M	S	S	S	S	S
CO5	S	L	M	S	L	M	S	L	M	S	M	M	S	L



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester- II

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW12C02	Facial Care and Skin Rejuvenation Lab	L	T	P	C	100
		0	0	4	2	
Pre-requisite	NA					
Evaluation Scheme	Practical				Hours	Marks
	External (End Semester Exam)				3	40
	Internal					60
Internal Practical		- 40 Marks				
Continuous Assessment		- 20 Marks				
Objective(s)	<ul style="list-style-type: none"> To familiarize students with intermediate and advanced facial techniques and their skin benefits. To promote correct use of facial tools and equipment while maintaining hygiene and safety protocols. To develop understanding of natural skin care through use of homemade and ayurvedic preparations. 					
Practical	Topic to be Covered				Hours	Course Outcome addressed
Practical-I	Client Consultation and Skin Analysis				5	CO1
<ul style="list-style-type: none"> Conducting professional client consultation Identifying skin types and skin conditions Record-keeping and contraindication identification Selection of suitable facial treatment plan 						
Practical-II	Basic Facial and Clean-Up Techniques				5	CO1
<ul style="list-style-type: none"> Step-by-step clean-up and basic facial procedure Use of cleanser, scrub, toner, and massage cream Facial for normal, dry, and oily skin types 						

- Steam and blackhead/whitehead removal

Practical-III	Intermediate and Fruit/Herbal Facials	15	CO2
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- Performing fruit, herbal, and aroma facials
- Massage techniques for stress relief and rejuvenation

Practical-IV	Advanced and Specialized Facials	15	CO3
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- Anti-aging facials
- Customizing advanced facials as per skin concerns

Practical-V	Facial Masks – Preparation and Application	15	CO4
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- Preparing various facial masks: clay, herbal, paraffin, peel-off
- Correct application methods and time management
- Safe mask removal and post-mask skin care
- Selection of masks according to skin analysis

Practical-VI	Equipment Handling and Post-Treatment Care	5	CO5
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- Safe use of steamer, ozone machine, and blackhead extractor
- Sanitization and hygiene procedures before and after facials
- Post-treatment product recommendations
- Client feedback collection and home care guidance

Total hours

60 Hour / Periods

Skill Attained

- Proficiency in performing basic to advanced facial treatments as per client's skin type.
- Ability to conduct skin analysis and recommend suitable facials.
- Skilled use of facial tools such as steamers, extractors, and ozone machines.
- Knowledge of various facial masks (clay, peel-off, fruit-based, ayurvedic) and their applications.

Outcome(s)

At the end of the course, the students will be able to:

- CO1: Perform client consultation, skin analysis, and basic facial techniques.
 CO2: Perform intermediate facials using natural ingredients like fruit and herbs.
 CO3: Perform advanced facials such as gold, pearl, and anti-aging treatments.
 CO4: Prepare and apply different types of facial masks suited to skin type and condition.
 CO5: Handle facial equipment safely, follow hygiene protocols, and provide post-treatment care.

TEXT BOOK:

1. **Beauty and Skincare: The Practical Guide to Facial Treatments" by Sally Norton**
2. **Beauty Therapy – The Basics" by Jane Hiscock**

REFERENCES:

1. **Milady Standard Esthetics: Fundamentals" by Milady**

2. Professional Beauty Therapy: Level 2" by Lorraine Nordmann

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 2C02	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	S	L	S	M	M	S	M	L	M	M	S	M	S
CO2	S	S	M	S	M	M	S	M	M	S	S	S	S	S
CO3	S	M	M	M	M	L	M	L	L	M	S	M	S	M
CO4	M	S	L	S	M	L	S	L	M	M	M	S	M	S
CO5	M	S	M	M	L	S	S	M	S	S	M	S	S	M



**Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)**

SYLLABUS

Semester- II

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW12C03	Professional Makeup: Skills and Practice	L	T	P	Cr	100
		2	1	0	3	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
	Midterm Examination (MTE) - 15 Marks					
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> To introduce students to the fundamentals of professional makeup application and client skin preparation. To develop a clear understanding of the colour wheel, undertones, and product selection for different skin types and tones. To train students in basic and advanced makeup techniques including day, evening, party, and corrective makeup. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Fundamentals of Makeup and Skin Preparation				7	CO1
<ul style="list-style-type: none"> Introduction to makeup and its significance Colour wheel and makeup colour theory Warm vs. cool undertones Professionalism and self-presentation Client consultation, hygiene, ambience Brow shaping basics 						

UNIT-II	Tools, Base and Product Selection	8	CO2
<ul style="list-style-type: none"> • Brushes, sponges, beauty blenders • Base theory – primer, foundation, concealer • Product selection by skin type and tone • Contraindications to makeup 			
UNIT-III	Skin Tones, Finishes and Makeup Textures	7	CO3
<ul style="list-style-type: none"> • Skin tone, eye colour and hair colour matching • Understanding matte, dewy, glossy finishes • Product blending and layering concepts 			
UNIT-IV	Basic Makeup Techniques	8	CO4
<ul style="list-style-type: none"> • Cleansing, toning, moisturizing (CTM) • Differences: self-makeup vs. client makeup 			
UNIT-V	Day Makeup	8	CO4
<ul style="list-style-type: none"> • Intro: Soft, natural look for daylight. • Eyes: Neutral shadows, soft eyeliner, light mascara. • Cheeks/Lips: Subtle blush, minimal highlight, nude/pastel lips. • Finish: Setting powder & spray. 			
UNIT-VI	Evening Makeup	7	CO5
<ul style="list-style-type: none"> • Intro: Bold, dramatic look for low light. • Skin Prep: Primer, full coverage base, concealer. • Eyes: Smoky/glitter eyes, bold eyeliner, false lashes. • Cheeks/Lips: Sculpted contour, shimmer highlight, bold lips. • Finish: Baking, intense highlight, setting spray. 			
Total hours		45 Hours/ Periods	
Skill Attained	<ul style="list-style-type: none"> • Competence in applying day, evening, party, and corrective makeup styles. • Skill in enhancing and correcting facial features (eyes, lips, nose, jawline) using contouring and highlighting techniques. • Awareness of hygiene protocols and professional standards in a makeup setting. 		
Outcome(s)	<p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand hygiene, safety, and preparation procedures during makeup. • CO2: Identify and operate suitable brushes, tools, and cosmetic products. • CO3: Explain colour theory, skin undertones, and finishes used in makeup. • CO4: Apply basic and advanced makeup styles with appropriate techniques. • CO5: Provide client-specific makeup consultations and feature-based recommendations. 		

TEXT BOOK:

1. Milady's Standard Cosmetology, Milady Publishing.
2. The Complete Beauty Book by Arlene Mathew, Varun Publications.

REFERENCES BOOK:

1. Women's Face: Skin Care and Makeup by Kim Johnson, Knopf.
2. Professional Beauty Therapy Level III by Lorraine Nordmann.

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 2C03	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	L	L	M	M	L	S	L	L	M	M	L	M	L
CO2	M	S	M	S	M	M	M	L	M	M	S	S	M	S
CO3	S	M	L	L	L	S	L	L	L	M	S	M	M	L
CO4	S	S	S	S	M	M	S	M	M	S	S	S	S	S
CO5	S	M	M	M	M	M	M	S	M	S	S	S	S	S



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester- II

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW12C04	Professional Makeup: Skills and Practice Lab	L	T	P	C	100
		0	0	4	2	
Pre-requisite	NA					
Evaluation Scheme	Practical				Hours	Marks
	External (End Semester Exam)				3	40
	Internal Internal Practical - 40 Marks Continuous Assessment - 20 Marks					60
Objective(s)	<ul style="list-style-type: none"> To equip students with practical skills in professional makeup application. To develop an understanding of colour theory, face shapes, and skin tones in real-time practice. To train students in step-by-step procedures of makeup for different occasions like day and evening looks. 					
Practical	Topic to be Covered				Hours	Course Outcome addressed
Practical-I	Skin Preparation and Brow Shaping				4	CO1
<ul style="list-style-type: none"> Cleansing, Toning and Moisturizing (CTM) routine Client consultation practice Brow shaping using tweezer/thread/razor Practice of workstation hygiene and sanitization 						
Practical-II	Tool Identification and Base Application				4	CO2
<ul style="list-style-type: none"> Identifying makeup brushes and sponges (use and cleaning) Foundation matching for various skin tones Primer and concealer application for different concerns Base blending: liquid, stick, mousse 						
Practical-III	Eye Makeup Styles				15	CO3
<ul style="list-style-type: none"> Eye Makeup Styles Practice: 						

<ul style="list-style-type: none"> • Smokey Eye • Cut Crease • Glitter Eye • Nude/No-Makeup Eye • False lash application demo 			
Practical-IV	Lip Makeup Styles	7	CO3
<ul style="list-style-type: none"> • Lip prep: exfoliation, hydration, primer • Lip liner: shaping, overlining, correction • Lipstick styles: matte, glossy, ombre, bold, nude 			
Practical-V	Day Makeup Application	15	CO4
<ul style="list-style-type: none"> • Skin preparation & base application (light coverage) • Neutral eye shadow blending • Soft eyeliner technique • Mascara application for natural look • Subtle blush & lip color application • Complete day look on model 			
Practical-VI	Evening Makeup Application	15	CO5
<ul style="list-style-type: none"> • Skin preparation & base application (full coverage) • Smoky eye or glitter eye creation • Bold eyeliner application • False eyelash application • Contouring, highlighting & bold lip color • Complete evening look on model 			
		Total hours	60 Hour / Periods
Skill Attained	<ul style="list-style-type: none"> • Ability to consult clients, assess facial features, and prepare skin for makeup. • Proficiency in selecting and applying appropriate products and tools based on individual needs. • Competence in creating various makeup looks — natural, dramatic, party, and themed. • Mastery in corrective makeup techniques including contouring, highlighting, and feature correction. 		
Outcome(s)	<p>At the end of the course, the students will be able to:</p> <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Perform professional skin preparation, workstation hygiene, and brow shaping according to industry standards. • CO2: Identify, use, and maintain makeup brushes, tools, and products for various skin tones and concerns. • CO3: Create diverse eye and lip makeup styles, applying appropriate techniques for different occasions. 		

- **CO4:** Design and execute complete day makeup looks with natural blending and subtle finishing.
- **CO5:** Design and execute complete evening makeup looks incorporating advanced techniques like contouring, highlighting, and false lash application.

TEXT BOOK:

1. *Milady's Standard Makeup by Milady Publishing*
2. *The Art of Makeup by Kevyn Aucoin*

REFERENCES:

1. *Makeup Manual by Bobbi Brown*
2. *Professional Makeup Techniques by Rae Morris*

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 2C04	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	M	L	L	L	M	M	L	L	M	S	L	M	L
CO2	M	S	M	M	M	M	M	L	L	M	M	S	M	S
CO3	S	S	M	M	M	M	M	M	M	M	S	S	S	S
CO4	S	S	S	M	M	S	M	M	M	S	S	S	S	S
CO5	M	M	L	L	L	S	S	S	M	S	M	L	L	M



Diploma in Beauty and Wellness
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SYLLABUS
Semester- II

Course code	Course Name	Hours/week			Credit	Max. Marks
		L	T	P		
25BVBW12C05	Hair Design and Cutting skills	L	T	P	Cr	100
		3	0	0	3	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
	Midterm Examination (MTE) - 15 Marks					
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> To introduce the fundamental principles of haircutting and styling techniques. To provide theoretical knowledge of hair anatomy, tools, angles, and sectioning for precision cutting. To train students in client consultation, hair analysis, and haircut planning. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Fundamentals of Haircutting and Tools				6	CO1
<ul style="list-style-type: none"> Introduction to hair design Geometry in haircutting – lines, angles, elevation Hygiene, sanitation, client safety Tools: scissors, razors, combs, clippers Trolley setup and workstation hygiene 						
UNIT-II	Thermal Styling Techniques				10	CO2
<ul style="list-style-type: none"> Basics of thermal styling and heat types 						

	<ul style="list-style-type: none"> • Blow drying techniques • Flat ironing and curling • Crimping, tongs, hot rollers • Styling products – gel, mousse, wax, heat protectant sprays 		
UNIT-III	Hair Structure, Head Shape and Cutting Principles	8	CO3
	<ul style="list-style-type: none"> • Head zones – crown, occipital, nape, fringe • Reference points and symmetry • Elevation, cutting angles, guidelines • Over-direction, tension control • Safety measures in cutting 		
UNIT-IV	Sectioning Techniques and Basic Haircuts	8	CO4
	<ul style="list-style-type: none"> • Sectioning patterns: 4-part, 5-part, 6-part • Sub-sectioning for precision • Types of cuts: one-length, U-cut, V-cut 		
UNIT-V	Advance Haircuts and Techniques	8	CO4
	<ul style="list-style-type: none"> • Types of cuts: Feather, razor, Square layered • Use of elevation and angles in haircutting • Cutting lines: blunt, graduation • Dry vs. wet cutting • Client suitability and customization 		
UNIT-VI	Hair Finishing and Client Handling	5	CO5
	<ul style="list-style-type: none"> • Finishing touches: texturizing, detailing, polishing • Client consultation and haircut planning • Post-care advice, home maintenance products • Troubleshooting haircut issues and rectification 		
	Total hours	45 Hours/ Periods	
Skill Attained	<ul style="list-style-type: none"> • Proficiency in haircutting techniques including layering, razor cutting, texturizing, and feathering. • Competence in client consultation and choosing haircuts suited to face shape, hair density, and growth pattern. • Understanding of head form, cutting angles, elevation, and sectioning for precise and creative haircut execution. 		
Outcome(s)	<p>At the end of the course, the students will be able to:</p> <p>CO1: Understand hygiene, sanitation, and safety procedures related to haircutting and hairstyling practices.</p> <p>CO2: Identify and effectively use haircutting tools, styling equipment, and sectioning materials.</p> <p>CO3: Explain the structure of the head, reference points, cutting angles, and their relevance to haircut design.</p>		

CO4: Perform basic and advanced haircutting techniques including layering, feathering, and razor cutting with professional accuracy.
CO5: Conduct proper client consultation, analyze hair type and density, and recommend suitable haircut and styling services.

TEXT BOOK:

1. The Science of Hair Care by John Wilkinson.
2. Milady's Standard Cosmetology, Milady Publishing.

REFERENCES BOOK:

1. Great Hair by Davis Biton.
2. *Hair Dressing Series* by Martin Green and Leo Pollacline

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 2C05	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	L	L	M	M	L	S	L	L	M	M	L	M	L
CO2	M	S	M	S	M	M	M	L	M	M	M	S	M	S
CO3	S	M	M	L	L	L	M	L	L	M	S	M	M	L
CO4	S	S	S	S	M	M	M	M	M	S	S	S	S	S
CO5	M	S	M	M	M	M	M	M	S	S	M	S	S	S



Diploma in Beauty and Wellness
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SYLLABUS
Semester- II

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW12C06	Hair Design and Cutting skills Lab	L	T	P	C	100
		0	0	4	2	
Pre-requisite	NA					
Evaluation Scheme	Practical				Hours	Marks
	External (End Semester Exam)				3	40
	Internal					60
Internal Practical		- 40 Marks				
Continuous Assessment		- 20 Marks				
Objective(s)	<ul style="list-style-type: none"> To provide hands-on training in fundamental and advanced haircutting techniques. To familiarize students with haircutting tools, equipment, and salon hygiene practices. To develop proficiency in thermal styling methods including blow-drying, crimping, curling, and ironing. To teach accurate hair sectioning, elevation, angles, and precision in haircutting. 					
Practical	Topic to be Covered				Hours	Course Outcome addressed
Practical-I	Hair Sectioning and Consultation Techniques				10	CO1
<ul style="list-style-type: none"> Hair analysis: density, porosity, texture, growth pattern Draping and shampoo preparation Basic sectioning patterns: 4, 5, and 6 parts Sub-sectioning for different haircuts Client face shape study for haircut planning 						
Practical-II	Basic Haircuts				10	CO2
<ul style="list-style-type: none"> Proper sectioning for blunt cut (0° elevation) Step-by-step one-length haircut (wet cutting) Creating smooth U-shape and V-shape using round graduation Client suitability and haircut symmetry 						
Practical-III	Graduation and Step Cut Techniques				10	CO2
<ul style="list-style-type: none"> Graduated cutting (45° elevation) 						

- Creating soft steps using layering and over-direction
- Practice on mannequins and real models
- Dry vs wet cutting method differences

Practical-IV	Advanced Haircut – Feathering and Razor Cutting	10	CO3
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- Feather haircut using scissors and razors
- Introduction to slicing, deep point cutting
- Soft fringe layering for face framing
- Handling razor safely with proper tension

Practical-V	Texturizing and Layered Haircut	10	CO3
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- Long layers using 90° elevation
- Texturizing techniques: slicing, chipping, thinning
- Volume balancing and transition blending
- Final shaping and refining with detail scissor work

Practical-VI	Thermal Hair Styling and Finishing Techniques	10	CO4-5
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- Blow drying (flat, volume, and inward styles)
- Curling with tongs, rollers and flat iron
- Hair straightening techniques
- Using mousse, gel, wax, and heat protectant sprays
- Pre- and post-styling hair care advice

Total hours

60 Hour / Periods

Skill Attained

- Ability to use thermal styling tools effectively for different hair designs.
- Skill in applying haircutting principles like angles, guidelines, and elevation for clean execution.
- Expertise in performing a range of haircut styles including layering, razor cuts, and men’s haircuts using advanced techniques such as notching, slicing, and feathering.

Outcome(s)

At the end of the course, the students will be able to:

- CO1: Demonstrate professional hygiene, draping, hair consultation, and analysis techniques.
- CO2: Perform foundational haircuts (U-cut, one-length, and graduation) using correct angles and elevation.
- CO3: Execute advanced haircuts like razor cutting, feathering, and texturizing with accuracy.
- CO4: Apply thermal styling tools and products to achieve professional salon-finish looks.
- CO5: Showcase complete hair design from sectioning to finishing, combining cutting and styling techniques.

TEXT BOOK:

1. *Milady’s Standard Cosmetology – Milady Publishing*
2. *Hairdressing: The Foundations – The Official Guide to Level 2 by Leo Palladino and Martin Green*

REFERENCES:

1. *Haircutting for Everyone by Jacki Wadson*

2. *The World of Hair by John P. Gray*

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 2C06	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	M	M	S	M	L	M	L	L	M	M	M	M	L
CO2	M	S	M	S	M	L	M	L	L	M	M	S	M	S
CO3	S	S	M	M	L	L	M	L	L	M	S	M	M	M
CO4	M	S	M	S	M	M	M	M	M	S	M	S	S	S
CO5	S	M	M	S	L	L	M	L	L	S	S	S	S	M



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester- II

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW12E01	Fundamentals of Anatomy and Physiology for Beauty Therapy	L	T	P	Cr	100
		3	0	0	3	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
	Midterm Examination (MTE) - 15 Marks					
	Presentation - 5 Marks					
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> To provide foundational knowledge of human anatomy and physiology relevant to beauty and wellness practices. To help students understand the structure, functions, and interrelations of body systems for safe and effective beauty treatments. To relate the physiological concepts of skin, nails, muscles, bones, and circulation to cosmetology applications. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Introduction to Human Physiology and Cell Structure				6	CO1
<ul style="list-style-type: none"> Scope and significance of anatomy and physiology in cosmetology Organization of the human body Cell structure, organelles, and their functions Cell division 						
UNIT-II	Overview of Tissues and Body Organization				5	CO1
<ul style="list-style-type: none"> Definition and Functions of human tissues: 						

- Healing and repair of tissues
- Relation to beauty therapy (e.g., massage and skin renewal)

UNIT-III	Overview of The Integumentary System – Skin and Nails	6	CO2
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- Structure of skin: layers and functions
- Skin appendages: sebaceous glands, sweat glands, hair follicles
- Nail structure and growth

UNIT-IV	Overview of Muscular System	6	CO3
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- Types of muscles: skeletal, cardiac, smooth
- Muscles of the face, head, neck, hands and feet
- Importance in facial treatments, massage, and posture

UNIT-V	Overview of Skeletal and Joint System	10	CO4
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- Bone structure
- Functions of bones in movement and support
- Major bones of skull, face, limbs (relevant to beauty therapy)
- Bone and joint health in wellness therapy

UNIT-VI	Overview of Other Major Systems	12	CO5
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- Circulatory system – heart, blood vessels, blood circulation
- Brief overview of lymphatic system

Total hours	45 Hours/ Periods
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Skill Attained	<ul style="list-style-type: none"> • Basic knowledge of the human body structure and functions. • Ability to identify body systems and their roles in physical wellness and cosmetology. • Understanding of how body tissues and systems relate to beauty therapy. • Awareness of skin and nail health issues and their physiological roots.
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Outcome(s)	<p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Explain the organization of the human body, cell structure, tissues, and their significance in cosmetology. • CO2: Describe the structure and functions of the skin, nails, and their appendages in relation to beauty therapy. • CO3: Identify major muscles of the face, head, neck, hands, and feet, and explain their role in massage and posture. • CO4: Recognize the structure and functions of bones and joints, and their importance in movement and beauty treatments. • CO5: Summarize the basic functions of the circulatory and lymphatic systems and relate them to wellness and skin health.
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TEXT BOOK:

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| 1. | <i>Anatomy and Physiology: Beauty Therapy Basics</i> by Helen McGuinness. |
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2. *Milady Standard Cosmetology*, Milady Publishing.

REFERENCES BOOK:

1. *Anatomy and Physiology* by Ross and Wilson.

2. *Skin Anatomy and Physiology* (Nova Science Publication) edited by Leon F. Bukowsky.

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 2E01	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	S	L	M	L	M	L	L	L	L	M	M	L	M	L
CO2	S	M	M	L	M	L	M	L	L	M	M	M	M	L
CO3	S	M	M	L	L	L	M	L	L	M	M	M	M	L
CO4	S	L	M	L	L	L	M	L	L	M	M	L	M	L
CO5	S	M	S	M	M	M	M	M	L	S	M	S	S	M



Diploma in Beauty and Wellness
(Programme Code-50SDIDD03)
SYLLABUS
Semester- II

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW12E0 2	Principles of Business Management	L	T	P	Cr	100
		3	0	0	3	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
	Midterm Examination (MTE) - 15 Marks					
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> To introduce the principles, practices, and functions of management. To provide an understanding of managerial decision-making, leadership, motivation, and control processes. To familiarize students with the core concepts of supply chain and material management in business operations. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Introduction to Management				8	CO1
<ul style="list-style-type: none"> Definition, scope, and nature of management Functions of management: planning, organizing, staffing, directing, controlling Principles of management Evolution of management thought: Contributions of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard, Peter Drucker 						
UNIT-II	Planning and Forecasting				7	CO2
<ul style="list-style-type: none"> Definition, nature, and importance of planning Types of plans: strategic, tactical, operational 						

<ul style="list-style-type: none"> • Planning process and hierarchy • Objectives, policies, procedures • Forecasting – importance, types, techniques 			
UNIT-III	Decision-Making and Organizing	8	CO2-3
<ul style="list-style-type: none"> • Meaning and importance of decision-making • Types of decisions: programmed vs. non-programmed • Decision-making process • Organizing: definition and importance • Types of organizational structures: line, line and staff, matrix, functional • Delegation of authority, span of control. 			
UNIT-IV	Staffing and Directing	7	CO3
<ul style="list-style-type: none"> • Manpower planning, recruitment, selection, training, and development • Performance appraisal – methods and significance • Directing – meaning, principles, elements • Coordination and supervision in management 			
UNIT-V	Motivation, Leadership and Communication	7	CO4
<ul style="list-style-type: none"> • Motivation – definition, theories (Maslow, Herzberg) • Leadership – types, qualities, functions • Communication – process, types, barriers, and overcoming them • Importance of interpersonal and organizational communication 			
UNIT-VI	Controlling and Supply Chain Management	8	CO4-5
<ul style="list-style-type: none"> • Controlling – process, types of control, tools and techniques • Introduction to materials management – scope, objectives, functions • Introduction to supply chain management (SCM) • SCM components: procurement, production, distribution • Role of material flow and inventory in SCM 			
		Total hours	45 Hours/ Periods
Skill Attained	<ul style="list-style-type: none"> • Foundational understanding of how businesses and management systems operate. • Ability to analyze management functions and apply decision-making techniques. • Knowledge of supply chain and material flow systems. • Application of leadership, communication, and motivational skills in workplace settings. • Readiness to manage teams, resources, and tasks in a professional environment. 		
Outcome(s)	<p>At the end of the course, the students will be able to:</p> <p>CO1: Understand the fundamental concepts, scope, functions, and historical evolution of management theories and practices.</p> <p>CO2: Explain the principles and process of planning, forecasting, and decision-making in organizational contexts.</p> <p>CO3: Describe the structure and functions of organizing, staffing, directing, and performance appraisal.</p>		

CO4: Analyze the roles of motivation, leadership, communication, and control in effective management.
CO5: Understand the principles, objectives, and functions of materials management and supply chain operations.

TEXT BOOK:

1. *Principles of Management* by P.C. Tripathi and P.N. Reddy.
2. *Essentials of Management* by Harold Koontz and Heinz Weihrich.

REFERENCES BOOK:

1. *Fundamentals of Management* by Stephen P. Robbins, Pearson.
2. *Business Management* by C.B. Gupta.

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 2E02	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	M	L	M	L	L	L	M	L	L	S	L	L	M	M
CO2	M	L	S	L	L	L	L	L	M	S	L	L	M	M
CO3	M	M	S	L	L	L	L	L	S	M	L	L	M	S
CO4	L	M	M	L	L	M	M	M	S	S	L	L	M	S
CO5	L	M	S	M	L	L	L	L	M	M	L	L	M	S



Diploma in Beauty and Wellness
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SYLLABUS
Semester- II

Course code	Course Name	Hours/week			Credit	Max. Marks
25BVBW12C 07	Customer Relationship Management	L	T	P	Cr	100
		3	0	0	3	
Pre-requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				3	60
	Internal					40
	Midterm Examination (MTE) - 15 Marks					
Presentation - 5 Marks						
Attendance - 5 Marks						
Assignment / Certification - 5 Marks						
Quiz / Surprise Test - 5 Marks						
Teacher Assessment - 5 marks						
Objective(s)	<ul style="list-style-type: none"> • To introduce the foundational concepts, importance, and evolution of CRM in modern business. • To provide an understanding of CRM strategies, processes, and customer value creation. • To familiarize students with CRM technologies, customer analytics, and digital tools. • To enable students to understand customer acquisition, retention, loyalty, and service quality. • To build knowledge of CRM applications in service, retail, and digital sectors. 					
Unit	Topic To Be Covered				Hours	Course Outcome addressed
UNIT-I	Introduction to CRM				8	CO1
<ul style="list-style-type: none"> • Meaning and importance of CRM in salon & spa service • Types of customers: walk-in, appointments, loyal, new clients • Customer expectations in beauty & wellness • Customer life cycle in personal care services 						
UNIT-II	CRM Process and Strategy				7	CO2
<ul style="list-style-type: none"> • Steps in CRM process for salons/spas • Client consultation techniques 						

<ul style="list-style-type: none"> • Understanding client needs & preferences • Building rapport and trust • Maintaining client records & service history 			
UNIT-III	Technology in CRM	8	CO2-3
<ul style="list-style-type: none"> • Appointment management systems • Digital CRM tools (Fresha, Zenoti, BeU, salon software) • Using WhatsApp, Instagram, and SMS for CRM • Loyalty cards, membership plans, and digital follow-ups • Data privacy & ethical handling of client information 			
UNIT-IV	Customer Acquisition, Retention & Loyalty	7	CO3
<ul style="list-style-type: none"> • Techniques for attracting new clients • Client retention strategies for salons/spas • Personalised services and upselling/cross-selling • Handling complaints professionally • Service recovery and feedback collection 			
UNIT-V	CRM in Salon, Spa & Wellness Operations	7	CO4
<ul style="list-style-type: none"> • CRM for hair, beauty, skin, nail & wellness services • Quality service standards & client satisfaction • Managing difficult clients • Role of hygiene, ambience, and staff behaviour • Building positive salon/spa experiences 			
UNIT-VI	CRM Metrics & Latest Trends in Beauty Industry	8	CO4-5
<ul style="list-style-type: none"> • Measuring customer satisfaction (reviews, ratings) • Using CRM reports & client data • Social media engagement and influencer-driven CRM • AI-based booking systems, digital reminders, and auto-follow-up • Future trends: personalized beauty, skin analysis tools, virtual consultations 			
Total hours		45 Hours/ Periods	
Skill Attained	<ul style="list-style-type: none"> • Ability to handle salon, spa and wellness clients professionally. • Skills in consultation, communication, and customer engagement. • Knowledge of CRM tools, appointment systems, and digital follow-ups. • Ability to manage customer retention, complaints, and service recovery. 		
Outcome(s)	<p>At the end of the course, the students will be able to:</p> <p>CO1: Understand the basic concepts and importance of CRM in beauty & wellness industries. CO2: Apply CRM processes, client consultation, and handling techniques. CO3: Use CRM tools, appointment systems, and digital communication effectively. CO4: Implement customer acquisition, retention strategies, and service recovery methods. CO5: Analyze CRM metrics, customer feedback, and adopt modern CRM trends in</p>		

salons/spas.

TEXT BOOK:

1. **Customer Relationship Management** – V. Kumar & Werner Reinartz
2. **Customer Relationship Management: Concepts and Technologies** – Francis Buttle

REFERENCES BOOK:

1. **CRM at the Speed of Light** – Paul Greenberg
2. **Customer Service: Skills for Success** – Robert W. Lucas

Mapping of Course outcomes (COs) and Program Outcomes (POs)

CO/PO Mapping (S/M/W indicates strength of correlation) S-Strong, M-Medium, L-Low														
25BVBW1 2C07	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
CO1	M	L	M	L	L	L	M	L	L	S	L	L	M	M
CO2	M	L	S	L	L	L	L	L	M	S	L	L	M	M
CO3	M	M	S	L	L	L	L	L	S	M	L	L	M	S
CO4	L	M	M	L	L	M	M	M	S	S	L	L	M	S
CO5	L	M	S	M	L	L	L	L	M	M	L	L	M	S