

Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Ayurveda and Nutrition		Course Code:	
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 1 Hour

COURSE OUTCOMES:

- Awareness of traditional food cultures of India
- Identify changing food patterns and lifestyle over the years
- Identify basic principles of traditional diets and healthy recipes.
- Prevent health problems through diet and meal planning

Pedagogy: Theory, Practical

Unit - 1	Introduction to a Ayurvedic Nutrition	Hours: 6
	<ul style="list-style-type: none"> • Ayurveda and Indian Food Cultures • Nutrition and Life Style changes over the years • Regional Food Transitions of India 	
Unit – 2	Basic principles of Food and Nutrition and Ayurveda	Hours: 12
	<ul style="list-style-type: none"> • Understanding rich sources of nutrients • Concept of Doshas and assessment • Ayurvedic Principles of food habits and factors determining the quality of food (Ahara Vidhi Visheshayatana) • FSSAI regulation on Ayurvedic Ahaar 	
Unit - 3	Ayurvedic Diets and Health	Hours: 12
	<ul style="list-style-type: none"> • Principles of Diet: Aharvidhi vidhan, satavic, rajas, tamasic foods • Incompatible Food (Virudh Ahara,), Pathya, Apathya, Viprata Ahaar • Lifestyle Management with Dincharya and Ritucharya • Ayurvedic Cooking Techniques • Application of Ayurvedic Diets to stress linked food behavior • Diet and Cancer prevention 	
Skill Development Activities: Practical Applications. <ol style="list-style-type: none"> 1.Visit a local market and classify available food items into Satvic, Rajasi and Tamasic food 2.Conduct a survey of 10 households to study food consumption patterns and intake of incompatible food, Viruddha Ahara, Pathya, Apathya, Viprata Ahaar and make a presentation on the findings 3. To prepare a healthy diet chart for any one family member or oneself for healthy life 		

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- Rastogi S(2014) Ayurvedic Science of Food and Nutrition. ASIN: BOOHWMV094, Springer: ISBN-13:978-1461496274
- Rastogi S (2010) Building Bridges between Ayurveda and Modern Science. IntJ Ayurveda Res1(1) :41-46
- Preetam Sarkar, Lohith Kumar D.H.,Chanda Dhumal, Shubham Subrot Panigrahi, Ruplal Choudhary , Traditionala nd Ayurvedic Foods of Indian Origin , Journal of Ethnic Foods, Vol 2, Issue 3, September 2015,pgs 97-105
- Manay,N.S. (2001): Food Facts and principles, New Age International, Chapter 1,pg:1-4
- FrawleyD(2012) Ayurvedic Healing : A comprehensive guide .Lotus res, India