

**GUJARAT UNIVERSITY**  
**K. S. SCHOOL OF BUSINESS MANAGEMENT**  
**[Five Years' (Full-time) M.B.A. Integrated Degree Course]**  
**Third Year B.B.A. (SEM – V)**  
**KS\_M\_EC\_351**  
**Health and Fitness Management (Elective Course)**

---

**2 credit course**

**Objective:**

The course on health and fitness management promotes nutrition education and physical activity with the objective of improving students' health. It provides information on “balancing equation” of nutrient intake and physical activity. It creates an environment that encourages positive attitude, enjoyable learning, knowledge building and overall mind and body fitness.

---

**MODULE: 1 Structural Anatomy and Principles of Nutrition (20%)**

- Parts and Organs of body and their functions
- Vitamins and Minerals  
Importance, Types and sources of nutrients, Composition of a balanced diet, Calorie standards

**MODULE: 2 Health Management (20%)**

- Concept and definition of health and disease stated by WHO, Health education: aims and principles, methods, health care scenario in India, Types of health insurance policies, Home medicines and first aid

**MODULE: 3 Fitness Management (20%)**

- Need for fitness, Exercise for specific purposes and weight control, Different types of simple fitness tests

**MODULE: 4 Mind-Body Wellness (20%)**

- Meditation  
Purpose, Benefits and Techniques
- Yoga  
Various Asanas: Importance and Benefits

**MODULE: 5 Stress Management & Time Management (20%)**

- **Stress Management**  
Definition, Types of Stress, Two major aspects, Symptoms, Different Stages, Sources, Causes, Stress in students, Stress in employees, Stress management techniques
- **Time management**  
Introduction, Time Management versus productivity, Strategies on using time, Developing concentration and focus, Work styles, Decision making and setting priorities

**No of lectures in semester:** Approximately 30 to 35 Hrs

**Assignment:** Minimum 2 Assignments

**Evaluation Pattern:**

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

**Reference Books:**

- Personal Stress and Health Management by H.L. Kaila, H. Ravishankar, Upinder Dhar and J.K.M. Nair; Himalaya Publishing House
- Success Secrets - A Common Sense Guide to Lifelong achievement by Merrill Douglas; Honor Books
- Newspaper Articles, Articles in Magazines, Journals and Various Websites
- The following books can be downloaded from the website [www.pdfdrive.com](http://www.pdfdrive.com)
  - 1) Essentials of Anatomy and Physiology
  - 2) Science of Nutrition
  - 3) Meditation for Dummies
  - 4) Stress and Time Management