



மனோன்மணியம் சுந்தரனார் பல்கலைக்கழகம்

**MANONMANIAM SUNDARANAR UNIVERSITY**

**SYLLABUS FOR CERTIFICATE IN HERBAL NUTRACEUTICALS AND MARKETING  
PROGRAM OFFERED THROUGH DIRECTORATE OF VOCATIONAL EDUCATION  
(COMMUNITY COLLEGES AND VOCATIONAL SKILL DEVELOPMENT CENTRES)  
FROM 2019 - 2020**



கல்விசார் நிலைக்குழுக் கூட்டம்

**MEETING OF THE STANDING COMMITTEE ON  
ACADEMIC AFFAIRS HELD ON WEDNESDAY  
THE 22<sup>nd</sup> JANUARY 2020.**

**CERTIFICATE IN HERBAL NUTRACEUTICALS AND MARKETING**  
ஹெர்பல் நியூட்ராசுட்டிகல்ஸ் மற்றும் மார்க்கெட்டிங் சான்றிதழ் படிப்பு

**SCHEME OF EXAMINATION**

Subject Code	Title of the Course	Credit	Hours	Passing Minimum
C19NM11/E19NM01	Basics of Human anatomy and Common ailment	6	90	40/100
C19NM12/E19NM02	Healing Herbs	6	90	40/100
C19NMP1/E19NMP1	Marketing Techniques of Herbal Nutraceuticals	4	120	40/100
C19NMP2/E19NMP2	Preparation of Herbal Beverages	4	120	40/100
C19NMPW/E19NMPW	Project	10	150	40/100

**Eligibility for admission:** Pass in 10<sup>th</sup> std examination conducted by the Govt. of Tamil Nadu Board of Secondary Education, Government of Tamil Nadu or any other equivalent examination.

**Examination:** Passing Minimum for each Course is 40%. Classification will be done on the basis percentage marks of the total marks obtained in all the Courses and as given below:

40 % but less than 50 %	-	Third class
50 % but less than 60 %	-	Second class
60 % and above	-	First class

**SYLLABUS**

- Course I : Basics of Human anatomy and Common ailment  
Course II : Healing Herbs  
Course III : Marketing Techniques of Herbal Nutraceuticals  
Course IV : Preparation of Herbal Beverages  
Course V : Project

**Program Objectives**

- The awareness about herbal based nutritious food is wide spreading now a day. The demand for experts in the same field is also increasing. Hence studies like this become very much necessary.

## **COURSE – I**

### **(C19NM11/E19NM01)BASICS OF HUMAN ANATOMY AND COMMON AILMENT**

#### **Objectives**

- When we spoke about the nutrition for the human body we must have the basic knowledge about the Human Anatomy and the common ailments which are mostly caused by deficiency of nutrients. Hence it is unavoidable to study about the same.

#### **Unit I**

**18 Hrs**

Different Systems of Human Body (Digestive System, Skeletal System, Respiratory System, Circulatory System, Nervous System.

#### **Unit II**

**18 Hrs**

Excretory System, Reproductive System (Male, Female), Integumentary System, Muscular System)

#### **Unit III**

**18 Hrs**

Basic functions of each organ – The Basic function of each organ of each system, their role in its system.

#### **Unit IV**

**18 Hrs**

Their role in maintaining health – Role of each system in offering energy to function, protecting from diseases and curing diseases.

#### **Unit V**

**18 Hrs**

Common medical problems of each system – Ailments that commonly affect each system, their symptoms, ways to find out probable reasons.

#### **Reference Books**

- Foundation of Anatomy and Physiology – ROSS AND WILSON
- Human Physiology-SARADA SUBRAMANIYAM

## **COURSE – II**

### **(C19NM12/E19NM02)HEALING HERBS**

#### **Objectives:**

Most of the common ailments and also serious diseases to a large extent can be cured with herbs. All most all the plants we see in and around our habitat are herbs. So we must be aware of such herbs , their nutroriginal values and the diseases which can be cured with them.

#### **Unit I**

**18 Hrs**

Role of Herbs in Prevention of Diseases – What are Herbs? History of Herbs, Usage of Herbs throughout the world at present

#### **Unit II**

**18 Hrs**

kayakalpa herbs and their uses in maintaining health and curing common ailments

#### **Unit III**

**18 Hrs**

Health hazards of commonly used chemicals in day today life (Artificial Colors, Flavors', Taste Enhancers, Preservative in processed food etc.) Ways to prevent them, their short term and long term effects on health.

#### **Unit IV**

**18 Hrs**

Common Herbs that Prevent diseases of Digestive System, Skeletal System, Respiratory System, Circulatory System, Nervous System, Excretory System, Reproductive System (Male, Female), Integumentary System, Muscular System)

#### **Unit V**

**18 Hrs**

Nutraceuticals – Their need and role in maintaining health and prevention of diseases, Healing Diseases with herbs, nutraceuticals and life style modification.

#### **Reference Books**

- “மருத்துவ தாவரவியல;”–Author Name:- Sommasundaram
- “குணபாடம்மூலிகை வகுப்பு”-Author Name :-Murugesamuthaliyar

## **COURSE – III**

### **PRACTICAL – I**

#### **(C19NMP1/E19NMP1)MARKETING TECHNIQUES OF HERBAL NUTRACEUTICALS**

#### **Objectives**

- In the present consumeristic society any product, however good it may be, needs proper marketing to reach the mass. Hence the people involved in such herbal nutraceuticals fields should have exposure and experience in marketing also.

Marketing as a profession / hobby, skills and challenges in Marketing, Skill needed to become a successful marketer (setting goal, Learning and practicing strategies, time management, Money management) Resource development, social responsibility of a marketer, Advances of marketing Nutraceuticals.

## **COURSE – IV**

### **PRACTICAL – II**

#### **(C19NMP2/E19NMP2)PREPARATION OF HERBAL BEVERAGES**

##### **Objectives**

- In our tradition the healing herbs are very much part of our daily food. But today our food habits have changed a lot missing out most of these herbs. And hence it becomes essential to learn preparing beverages based on such herbs which help us regain the lost and much needed nutrients

Preparation of herbal products (Juices, Powders, Syrups etc) for common remedies and as supplements.

## **Course V**

### **(E19NMPW/C19NMPW)Project**

Unless one who studies many things theoretically about anything get exposed to the practicalities related to their field of study, it is incomplete and creates a vacuum in their expertise. Hence it is essential to work in the industry and get experienced for a while which would make the studies meaningful.

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