

SEMESTER-IV

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program	MBA		Branch/Spec.		MBA (Healthcare & Hospital Management)				
Semester	IV				Version	1.0.0.0			
Effective from Academic Year			2025-26		Effective for the batch Admitted in			June 2025	
Subject code	IVA03NCD		Subject Name		Nutrition Care and Dietetics				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0		2	Theory	100		100
Hours	2	0	0		30	Practical			
Objective:									
To equip MBA students with a strategic framework for understanding the business of nutrition and dietetics, enabling them to lead and innovate in the rapidly growing wellness, food, and healthcare industries.									
Course Outcome:									
CO 1: The students will be able to explain the foundational role of nutrition in the modern wellness economy and its regulatory landscape.									
CO 2: The students will be able to analyze the operational and financial management of nutrition care services in institutional settings like hospitals.									
CO 3: The students will be able to evaluate the business models and go-to-market strategies for consumer-facing nutrition products, services, and digital platforms.									
CO 4: The students will be able to formulate a strategic vision for a nutrition-focused enterprise, integrating principles of sustainability, personalization, and ethical leadership.									
Theory syllabus									
Unit	Content								Hrs
1	Fundamentals of Clinical Nutrition & Dietetics: Macronutrients and Micronutrients: Role in Health. Principles of Therapeutic Diets. Nutrition across the lifecycle: Pediatric, Adult, Geriatric. Understanding Clinical Conditions Requiring Nutritional Intervention (Diabetes, Obesity, Cardiac, Renal, etc.)								6
2	Nutritional Assessment & Care Planning. Nutrition Screening and Assessment Tools (MUST, MNA, SGA). Patient History, Anthropometry, Biochemical Indices. Planning Personalized Diet Plans. Documentation and Case File Preparation								6
3	Commercial Strategy for Consumer Nutrition, New Product Development in the Food Industry, The Business of Functional Foods & Nutraceuticals, Marketing & Branding of Health-Focused Products,								6

	Digital Health: The Business of Nutrition Apps & Wearables, Meal-Kit & Healthy Food Delivery Business Models, Retail Strategy for Health & Wellness Products, Pricing Strategies for Nutrition Services & Products.	
4	Setting up a Dietetics Practice or Nutrition Business. Commercial Models: Clinics, Online Consultations, Wellness Centers. Legal Compliance: Licensing, FSSAI, Data Protection. Service Design: Diet Counselling, Corporate Wellness, Meal Planning. Building SOPs for Services. Technology & Software for Dietetics Practice. Marketing & Branding for Dietetics Services. Target Audience & Market Segmentation. Branding as a Nutritionist/Dietician. Social Media Marketing, Personal Branding. Client Retention Strategies and Testimonials. Collaborations with Gyms, Hospitals, and Fitness Coaches	6
5	Entrepreneurship in Nutrition – Productization & Revenue Models. Designing Diet Packages (Weight Loss, Detox, PCOS, etc.). Productization: Subscription Diet Plans, E-books, Apps. Pricing Strategies & Revenue Streams. Nutrition Startups: Meal Delivery, Nutrition Coaching Platforms. E-commerce of Supplements, Functional Foods, and Nutraceuticals	6
Practical content		
Reference Books		
1.	Nestle, Marion. Food Politics: How the Food Industry Influences Nutrition and Health. University of California Press, 2013.	
2.	Mahan, L. Kathleen, and Raymond, Janice L. Krause's Food & the Nutrition Care Process. 15th Edition, Elsevier, 2020. (For conceptual reference).	
3.	Rogers, David L. The Digital Transformation Playbook: Rethink Your Business for the Digital Age. Columbia Business School Publishing, 2016.	
4.	Christensen, Clayton M., et al. The Innovator's Prescription: A Disruptive Solution for Health Care. McGraw-Hill, 2008.	
5.	Miller, Donald. Building a StoryBrand: Clarify Your Message So Customers Will Listen. HarperCollins Leadership, 2017.	
6.	Kotler, Philip, et al. Marketing 5.0: Technology for Humanity. Wiley, 2021.	
7.	Elkington, John. Green Swans: The Coming Boom in Regenerative Capitalism. Fast Company Press, 2020.	
8.	Ries, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Currency, 2011.	
9.	Harvard Business Review. HBR's 10 Must Reads on Strategy. Harvard Business Review Press, 2011.	
10.	Topol, Eric. Deep Medicine: How Artificial Intelligence Can Make Healthcare Human Again. Basic Books, 2019.	
11.	Pollan, Michael. The Omnivore's Dilemma: A Natural History of Four Meals. Penguin Press, 2006.	
12.	Savitz, Andrew W. The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social, and Environmental Success - and How You Can Too. Jossey-Bass, 2013.	
13.	Shankar, P. Textbook of Food and Nutrition for Healthcare Professionals. Jaypee Brothers Medical Publishers, 2017. (For conceptual reference).	

