

**UNIVERSITY OF MUMBAI**

No. UG/126 of 2018-19

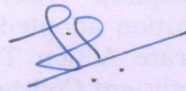
**CIRCULAR:-**

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to this office Circular No. UG/44 of 2017-18, dated 15<sup>th</sup> July, 2017, relating to the revised syllabus as per the (CBCS) for the B.A. Culinary Arts degree Programme.

They are hereby informed that the recommendations made by the Board of Studies in Hospitality Studies at its meeting held on 18<sup>th</sup> September, 2018 and that in accordance therewith, the revised syllabus as per the (CBCS) for the B.A. Culinary Arts (Sem. V & VI) from the academic year 2018-19, has been accepted by the Hon'ble Vice Chancellor as per the power confirmed upon him under Section 12(7) of the Maharashtra Public Universities Act, 2016. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI – 400 032

12<sup>th</sup> December, 2018

  
(Prof. Sunil Bhirud)  
I/c REGISTRAR

To

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018.)

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No. UG/126 -A of 2018

MUMBAI-400 032 12<sup>th</sup> December, 2018

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Humanities,
- 2) The Chairman, Board of Studies in Hospitality Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

  
(Prof. Sunil Bhirud)  
I/c REGISTRAR



Academic Council \_\_\_\_\_

Item No. \_\_\_\_\_

# UNIVERSITY OF MUMBAI



**Syllabus  
For  
Semester V<sup>th</sup> and VI<sup>th</sup>  
Program:  
BACHELOR OF ARTS (CULINARY ARTS)**

**CHOICE BASED CREDIT SYSTEM  
(CBCS)**

With effect from the academic year 2018-19 onwards

AC\_\_\_\_\_

Item No.\_\_\_\_\_

**UNIVERSITY OF MUMBAI**  
**Syllabus for Approval**

| Sr. No. | Heading                              | Particulars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.      | Title of the Program                 | Bachelor Of Arts (Culinary Arts)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|         |                                      | <p>a) A candidate for being eligible for admission to the Bachelor of Arts (Culinary Arts) shall have passed standard XII / 10 + 2 examination (any stream) from any recognized education board or its equivalent from India or abroad.</p> <p>b) Candidates who has passed Std X and successfully completed a diploma in any stream of minimum two years duration from any recognized education board/university from India or abroad</p> <p>c) The selection criteria for admission will be on the basis of written examination and personal interview conducted by respective institutions / colleges<br/>Every candidate admitted to the Bachelor of Arts (Culinary Arts) in the affiliated College conducting the course shall have to register himself / herself with the University of Mumbai.</p> |
| 3.      | Passing Marks                        | 12 <sup>th</sup> standard passed.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 4.      | Ordinances / Regulations (if any)    | Time to time issued by the University.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 5.      | No. of Years / Semesters             | 3 Years / 6 Semesters.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 6.      | Level                                | U.G.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 7.      | Pattern                              | Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 8.      | Status                               | Revised                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 9.      | To be implemented from Academic Year | From Academic Year 2017-18 (w.e.f. Academic Year 2018-19 onwards.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

**Dean Faculty of Science**  
**University Of Mumbai**

**BOS Chairperson**  
**Hospitality Studies**

## **UNIVERSITY OF MUMBAI**

### **Syllabus for Approval**

- 1. Title of the Program:-** Syllabus Three Years Bachelor Of Arts - Culinary Arts
- 2. Program Code:-** B.A.C.A.
- 3. Preamble / Scope:-**

#### **P R E A M B L E**

Even though hospitality education is more than 65 years old in our country, there are very few Culinary Arts colleges in India. The recent years have seen drastic focus on Culinary Arts all over the world. University of Mumbai has taken the initiative to be in line with international scenario and started Bachelor of Arts in Culinary Arts. Bachelor degree programme in Culinary Arts was introduced by the University of Mumbai in the year 2014. However first batch of Culinary Arts was started in year 2016 – 17.

This new program in Culinary Arts was introduced with the aim of teaching the students classical and contemporary Culinary Arts observing HACCP standards, safety and environment concerns. The program gives more importance to the regional cuisine with the emphasis on Maharashtra cuisine covering all the regions of the Maharashtra. As all the classified hotels, restaurants and eating out places need to be reorganized to maintain the highest standards of hygiene; University of Mumbai has taken initiative to train the students to practice high standards of food safety and hygiene.

Colleges seeking approval from University of Mumbai need to ensure that the infrastructure and hygiene standards are laid down as per HACCP and they strictly adhere to the laid down norms.

### **SYLLABUS COMMITTEE MEMBERS**

|     |                                     |             |
|-----|-------------------------------------|-------------|
| 1.  | Mr. B.P. Sahni, Principal           | Convener    |
| 2.  | Mr. Pankaj Deshmukh, Vice Principal | Co-convener |
| 3.  | Mr. Paul Koshy, Principal           | Member      |
| 4.  | Mr. Yogesh Uthekar,                 | Member      |
| 5.  | Mr. Cletus Paul                     | Member      |
| 6.  | Mr. Silas Hiwale                    | Member      |
| 7.  | Mr. Stany Lopes                     | Member      |
| 8.  | Mr, Vishwanath Iyer                 | Member      |
| 9.  | Mr. Haresh Rankhambe                | Member      |
| 10. | Ms.Priti Punjabi                    | Member      |
| 11. | Mr. Siraj M Shaikh                  | Member      |
| 12. | Mr. Girish Sankpal                  | Member      |
| 13. | Mrs. Archana Yendarkar              | Member      |
| 14. | Mr. Manoj Kamble                    | Member      |
| 15. | Ms. Reshma Nagarkar                 | Member      |
| 16. | Mr. Conrad D'Soza                   | Member      |
| 17. | Mr. Ajay Meshram                    | Member      |
| 18. | Mr. Lawrence Fernandes              | Member      |

#### **4. Objective of program / program Outcome:-**

- a. To provide adequate knowledge, skills & exposure in the field of Culinary Arts that commensurate with the requirements of the Industry.
- b. To prepare students to exploit newly created opportunities in the Culinary Profession both, at the domestic & international level.
- c. To create an additional avenue of self-employment.
- d. To promote Indian cuisine globally to international students.
- e. To gain leadership skills and imbibe a customer focused orientation through an understanding of the role of a team leader / supervisor.

**5. Eligibility:-**

- a. A candidate for being eligible for admission to the Bachelor of Arts (Culinary Arts) shall have passed standard XII / 10 + 2 examination (any stream) from any recognized education board or its equivalent from India or abroad.
- b. Candidates who has passed Std X and successfully completed a diploma in any stream of minimum two years duration from any recognized education board/university from India or abroad
- c. The selection criteria for admission will be on the basis of written examination and personal interview conducted by respective institutions / colleges
- d. Every candidate admitted to the Bachelor of Arts (Culinary Arts) in the affiliated College conducting the course shall have to register himself / herself with the University of Mumbai after the admission is obtained by the student in the college.

**6. Fee Structure:-**

Tuition Fees per semester Rs. 80,000/-.

**7. Duration of the Program:-** 3 years (6 semester)

The program shall be a 3 year full time program comprising of 6 semesters.

**8. No. of students per batch:-** A batch shall consist of 60 students.

9. **Selection:-**The selection criteria for admission will be on the basis of written examination and personal interview conducted by respective institutions / colleges.

Every candidate admitted to the Bachelor of Arts (Culinary Arts) in the affiliated College conducting the course shall have to register himself / herself with the University of Mumbai at the time of admission in the college.

**10. Syllabus Details:-**Bachelor Of Arts – (Culinary Arts) given as below.

| SEMESTER V- Bachelor of Arts (Culinary Arts) |                                                   |                                     |           |              |            |             |            |           |           |           |
|----------------------------------------------|---------------------------------------------------|-------------------------------------|-----------|--------------|------------|-------------|------------|-----------|-----------|-----------|
|                                              |                                                   | Class room instruction-face to face |           |              |            | Total Marks |            | Credits   |           |           |
| Course Code                                  | Subject                                           | Per Week                            |           | Per Semester |            |             |            |           |           |           |
|                                              |                                                   | L                                   | P         | L            | P          | Th          | Pr         | L         | P         | Total     |
|                                              | <b>SKILL ENHANCEMENT COURSE</b>                   |                                     |           |              |            |             |            |           |           |           |
| USCA501                                      | Event Planning & Management                       | -                                   | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
| USCA502                                      | Advanced Culinary Arts-Indian                     | -                                   | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
| USCA503                                      | Advanced Food Production                          | 3                                   | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA504                                      | Advanced Pastry Arts                              | -                                   | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
| USCA505                                      | Food Legislation                                  | 3                                   | -         | 45           |            | 100         | -          | 2         | -         | 2         |
| USCA506                                      | Food Styling & Presentation                       | -                                   | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
| USCA507                                      | Personality Development and Executive Soft Skills | -                                   | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
|                                              | <b>DISCIPLINE SPECIFIC ELECTIVE</b>               |                                     |           |              |            |             |            |           |           |           |
| USCA508                                      | Indian Culture & Traditions                       | 3                                   | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA509                                      | Strategic Management                              | 3                                   | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA510                                      | Hotel Engineering and Maintenance Management      | 3                                   | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA511                                      | Security and safety in catering establishment     | 3                                   | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
|                                              | <b>GENERIC ELECTIVE</b>                           |                                     |           |              |            |             |            |           |           |           |
| USCA512                                      | Organizational Development & Behavior             | 3                                   | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA513                                      | Hospitality Services Marketing                    | 3                                   | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
|                                              | <b>TOTAL</b>                                      | <b>15</b>                           | <b>20</b> | <b>225</b>   | <b>300</b> | <b>500</b>  | <b>500</b> | <b>10</b> | <b>10</b> | <b>20</b> |

**L** one lecture / period of 60 minutes (1 hr.) **P** Practical

| SEMESTER VI- Bachelor of Arts (Culinary Arts) |                                                           |                                      |           |              |            |             |            |           |           |           |
|-----------------------------------------------|-----------------------------------------------------------|--------------------------------------|-----------|--------------|------------|-------------|------------|-----------|-----------|-----------|
| Course Code                                   | Subject                                                   | Class room instruction- face to face |           |              |            | Total Marks |            | Credits   |           |           |
|                                               |                                                           | Per Week                             |           | Per Semester |            |             |            |           |           |           |
|                                               |                                                           | L                                    | P         | L            | P          | Th          | Pr         | L         | P         | Total     |
|                                               | SKILL ENHANCEMENT COURSE                                  |                                      |           |              |            |             |            |           |           |           |
| USCA601                                       | Advanced Culinary Arts – Indian                           | -                                    | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
| USCA602                                       | Advanced Culinary Arts – International                    | -                                    | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
| USCA603                                       | Chocolatier                                               | -                                    | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
| USCA604                                       | Project Research (Culinary Based)                         | -                                    | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
| USCA605                                       | Experimental and Innovative Cuisine                       | -                                    | 4         | -            | 60         | -           | 100        | -         | 2         | 2         |
| USCA606                                       | Advanced Culinary Arts                                    | 3                                    | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA607                                       | Food Tourism                                              | 3                                    | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
|                                               | <b>DISCIPLINE SPECIFIC ELECTIVE</b>                       |                                      |           |              |            |             |            |           |           |           |
| USCA608                                       | Indian Snacks                                             | 3                                    | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA609                                       | Indian Confectionary                                      | 3                                    | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA610                                       | Kitchen Facilities planning and environment consciousness | 3                                    | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA 611                                      | Entrepreneurship and Restaurant Startup                   | 3                                    | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
|                                               | <b>Generic Elective</b>                                   |                                      |           |              |            |             |            |           |           |           |
| USCA612                                       | Eco friendly practices in culinary operation              | 3                                    | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
| USCA613                                       | Introduction to maritime hospitality                      | 3                                    | -         | 45           | -          | 100         | -          | 2         | -         | 2         |
|                                               | <b>TOTAL</b>                                              | <b>15</b>                            | <b>20</b> | <b>225</b>   | <b>300</b> | <b>500</b>  | <b>500</b> | <b>10</b> | <b>10</b> | <b>20</b> |

**L** one lecture / period of 60 minutes (1 hr.) **P** Practical



## USCA 501 – EVENT PLANNING & MANAGEMENT

### OBJECTIVES:

On successful completion of this course students will be able to:

- Apply Management Theories & Principles for Event management.
- Develop an ability to plan for conventions, seminars & events.
- Prepare financial reports and establish source of funding for a new operation.
- Plan events creatively and think strategically.
- Understand the financial, marketing, operational and strategic issues in setting up an event.
- Integrate approaches of time, money (capital), people and other resources.
- Understand the concept of Event Management.

| Unit | Practical                                                                                                                                                                                   | Hours 60 |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|      | 1) Importance of Event Management<br>2) Financial Management (Projected, Estimated, Formats etc....)<br>3) Concept, Theme, Design & Interiors<br>4) Publicity, Promotion and Guest Relation |          |
|      | 5) Revenue Generation<br>6) Production Planning & Menu Designing<br>7) Service, Planning & Delivery<br>8) Entertainment, Licenses, Security etc.                                            |          |
|      | 9) Inputs from Industry expert (pre event and feedback)<br>10) Drafting of Reports<br>11) Final Report Presentation & Viva                                                                  |          |

**Students need to prepare a Report of the Event, guidelines for the report is given below:**

| No. | Particular                                                                                                                                  |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Title of the Event                                                                                                                          |
| 2   | Name of the Student                                                                                                                         |
| 3   | Designation of the Student for the Event                                                                                                    |
| 4   | Department of Operation                                                                                                                     |
| 5   | Event Objectives / Purpose / Theme                                                                                                          |
| 6   | Introduction to the Event (Reason for the Theme)                                                                                            |
| 7   | Estimated Budget / Projection (Should include all departments for Final Estimated Cost)                                                     |
| 8   | Estimated Departmental Budget Breakup                                                                                                       |
| 9   | Target Audience / Market / Foot falls                                                                                                       |
| 10  | Competitive Marketing Analysis                                                                                                              |
| 11  | Sales & Marketing Activity <ul style="list-style-type: none"><li>• Generation of Funds for the Event</li><li>• Projected Sponsors</li></ul> |
| 12  | Publicity & Promotion Activity (e.g. Social Media, Advertisement, Collateral, Newspaper, Hoarding's, Banners, Radio, TV etc.)               |
| 13  | Student Organizational Chart                                                                                                                |

|    |                                                                                                    |
|----|----------------------------------------------------------------------------------------------------|
| 14 | Student Departmental Chart                                                                         |
| 15 | Role / Contribution of the Individual Student in the Respective Department                         |
| 16 | Challenges faced by the Individual student and overall team                                        |
| 17 | Troubleshooting of challenges and problems.                                                        |
| 18 | Learning Outcome                                                                                   |
| 19 | Annexure (e.g. Pre or Post event Photographs, Charts, Diagrams, Invites, Formats, Interviews etc.) |

## USCA 502 – ADVANCED CULINARY ARTS- INDIAN (TANDOOR AND HALWAI)

### OBJECTIVES:

On successful completion of this course students will be able to:

- Operate tandoor for various preparation of Indian snacks and breads.

| Particulars                                                                                         |                                                                                                                        | Hours 60 |
|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Menu 1</b><br>Tandoori roti/ kulcha<br>Naan / Muslim Naan<br>Paneer tikka/ Murgh Tikka<br>Ghevar | <b>Menu 2</b><br>Bhakharkhani Naan<br>Shikampuri Kabab / Phaldari Kabab<br>Double ka Meetha                            |          |
| <b>Menu 3</b><br>Roomali roti<br>Sheekh Kabab / Vegetable Sheekh Kabab<br>Boondi laddoo             | <b>Menu 4</b><br>Khasta roti<br>Kakori Kebab<br>Sandes / Kala Jamun                                                    |          |
| <b>Menu 5</b><br>Sheeramal<br>Shammi Kabab / Harabhara kabab<br>Jalebi                              | <b>Menu 6</b><br>Bhakri ( Nachani/ Bajra)<br>( Rice/ Jawar)<br>Ajawain Prawns / Mushroom<br>Ukadiche Modak / Fry Modak |          |
| <b>Menu 7</b><br>Ghavane<br>Kalami / Tangdi kabab<br>Stuffed Hariyali Fish<br>Alle belle            | <b>Menu 8</b><br>Appam<br>Chicken stew<br>Dhodol / Bibinca                                                             |          |
| <b>Menu 9</b><br>Dhakai Paratha<br>Tandoori Chicken<br>Patti shapta                                 | <b>Menu 10</b><br>Baida Roti<br>Malai kabab (chicken/ veg)<br>Imarti/ Mysor Paak                                       |          |

|                                                                                                                                                                   |                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <b>Menu 11</b><br>Kheema Paratha<br>Peshawari boti kabab<br>Malpua / rabdi                                                                                        | <b>Menu 12</b><br>Varicha Bhaat<br>Shengdana amti<br>Rushichi bhaji<br>Sabudana wada |
| <b>Menu 13</b><br>Peanut & Sweet Potato Cutlets<br>Quinoa Cucumber salad<br>Massor palak Sabzi<br>Three seed roti<br>(Bajra/ jawar/ Ragi)<br>Seasonal Fruit Salad | <b>Menu 14</b><br>Khichadi<br>Curd                                                   |

### USCA 503 – ADVANCED FOOD PRODUCTION

Objectives:- Lifestyle food, Religious food, Food with medicinal value, invalid cuisine & traditional practices for cooking

| Unit           | Particulars                                                                                                                                                                                                                                                                                                                                                   | Hours 45 |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Unit I</b>  | 1. Influence of Ayurveda on Indian cuisine<br>1.1 Basic principles of healthy cooking<br>1.2 Ayurvedic diet<br>1.3 Satvik food , Tamasik ,<br>1.4 Ayurvedic ingredients<br>1.5 Ayurvedic Receipes<br>1.6 Latest Food trends<br>1.6.1 Farm to Fork<br>1.6.2 Organic Food<br>1.6.3 Reducing food mileage<br>1.6.4 Sousvide cooking<br>1.6.5 Progressive cooking | 15 hrs   |
| <b>Unit II</b> | 2 Healthy and dietary<br>2.1 Sugar free<br>2.2 Gluten Free<br>2.3 High Protein<br>2.4 Low Fat<br>2.5 High Fiber<br>2.6 Low calories<br>2.7 Low sodium<br>3 Special Cuisine, Diet<br>3.1 Vegan Food<br>3.2 Kosher<br>3.3 keto diet                                                                                                                             | 15 hrs   |

|                 |                                                                                                                                                                                                                       |        |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
|                 | 3.4 Macrobiotic diet<br>3.5 Mediterranean<br>3.6 VLCD Diet<br>3.7 DASH Diet<br>3.8 Intermittent Fasting                                                                                                               |        |
| <b>Unit III</b> | 3.1 Platted Dessert <ul style="list-style-type: none"> <li>• French dessert</li> <li>• Italian dessert</li> <li>• Russian dessert</li> <li>• Indian dessert</li> <li>• American dessert</li> </ul> 3.2 Frozen dessert | 15 hrs |

### USCA 504 ADVANCED PASTRY ARTS

**Objectives :-** On successful completion of this course students will be able to prepare sugar art, Frozen desserts, Ice cream, etc

| Menu                                                                                                                                                                       |                                                                                                                                                   | Hours 60 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Menu 01<br>Artisan bread <ul style="list-style-type: none"> <li>• Baguette</li> <li>• Ciabatta</li> <li>• Focaccia</li> <li>• Sour dough</li> </ul> 100% whole wheat bread | Menu 02<br>Tarts<br>Lemon curd tart<br>Apple Pie<br>Chocolate Cold Pie                                                                            |          |
| Menu 03<br>Frangipane<br>Bordeaux tart<br>Chocolate tart                                                                                                                   | Menu 04<br>Flaky pastry<br>Strudel dough <ul style="list-style-type: none"> <li>• Apple</li> <li>• Peach</li> </ul>                               |          |
| Menu 05<br>Gumpaste<br>Royal icing<br>Pastillage                                                                                                                           | Menu 06<br>Pull sugar<br>Cast sugar<br>Blown sugar                                                                                                |          |
| Menu 07<br>Frozen Desserts <ol style="list-style-type: none"> <li>1) Parfait</li> <li>2) Ice cakes</li> </ol>                                                              | Menu 08<br>Ice cream <ol style="list-style-type: none"> <li>1. Fruit base</li> <li>2. Mango</li> <li>3. Vanilla</li> <li>4. Strawberry</li> </ol> |          |
| Menu 09<br>Sorbet<br>Fruit favour<br>Pop sides                                                                                                                             | Menu 10<br>French Dessert                                                                                                                         |          |
| Menu 11                                                                                                                                                                    | Menu 12                                                                                                                                           |          |

|                                                                      |                                                                          |
|----------------------------------------------------------------------|--------------------------------------------------------------------------|
| French macaroons<br>Marshmallow                                      | Sauces and compotes<br>Blueberry<br>Mango<br>Passion fruit<br>Strawberry |
| Menu 13<br>Jelly<br>Agar Jelly<br>Gelatine jelly<br>Pectin jelly     | Menu 14<br>Plated desserts<br>3 types                                    |
| Menu 15<br>Classical French desserts<br>Sacher<br>Opera<br>Dacquoise |                                                                          |

### USCA 505 FOOD LEGISLATION

**Objectives:** - On successful completion of this course students will be able to assimilate various food laws. Students will be able to understand the various licenses required for starting a commercial property

| Unit    | Particulars                                                                                                                                                                                                                                                                                                                                                                                             | Hours 45 |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Unit I  | 1 General Laws regarding food<br>1.1 Meaning and definition of food<br>1.2 Prevention of food adulteration act<br>1.3 What is food adulteration<br>1.4 What is an adulterant and adulterated food<br>1.5 Food poisoning<br>1.5.1 Food additives<br>1.5.2 food preservatives<br>1.5.3 Penalty / compensation for serving unsafe food<br>1.6 Food quality and standard<br>1.7 Prohibition and restriction | 15 hrs   |
| Unit II | 2 Role of various authorities<br>2.1 Food safety & standard acts<br>2.2 Licensing (Basic license required for food service establishment)<br>2.3 Role of management<br>2.4 Role of food safety officer & auditor<br>2.5 Role of food analysts<br>2.6 Role of adjudicating officer<br>2.7 Ethical responsibilities of service establishment<br>2.8 Garbage disposal                                      | 15 hrs   |

|          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |        |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Unit III | 3 Licenses and business contracts<br>3.1 Liquor license and types<br>3.2 Procedure to acquire liquor license<br>3.3 Off premises or offsite premises<br>3.4 Procedure to acquire liquor license for guests<br>3.5 Liquor legislation in India<br>3.5.1 Prohibition<br>3.5.2 Dry days<br>3.5.3 Legal age for drinking<br>3.6 Sale of cigarette, cigar and tobacco<br>3.7 Business contracts<br>3.7.1 Introduction<br>3.7.2 Indian contract act 1872<br>3.7.3 Proposal agreement and contract<br>3.7.4 Essential elements of a contract<br>3.7.5 Void / voidable contracts<br>3.7.6 Types of contract<br>3.7.7 Hospitality contracts<br>3.7.8 Labour Laws that provide for rights of catering employees<br>at work place | 15 hrs |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|

### USCA 506 FOOD STYLING AND PRESENTATION

**Objectives:** - On successful completion of this course students will be able to display the cooked food in aesthetic manner. Student will be able understand balance of light, composition and theme while conducting food photography.

| Unit | Particulars                                                                                                                                                                                                                                                                                                               | Hours 60 |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|      | 1 Basic Elements of Food Presentation<br>1.1 Colour<br>1.2 Texture<br>1.3 Shape<br>1.4 Layout<br>1.5 Simplicity<br>1.6 Flavours<br>2 Presentation<br>2.1 Balance<br>2.2 Portion Size<br>2.3 Temperature –Hot / Cold<br>2.4 Presenting Food for Service<br>2.4.1 Plates Size<br>2.4.2 Shape<br>2.4.3 Style<br>2.4.4 Colour |          |



|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>2.4.5 Plate Presentation</li> <li>2.4.6 Uses of Platers</li> <li>2.4.7 Trays</li> <li>2.4.8 Bowls</li> <li>2.4.9 Service Style</li> <li>2.4.10 Buffet</li> <li>2.4.11 PrePlated</li> <li>2..4.12 Silver service</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|  | <ul style="list-style-type: none"> <li>3. Garnishes <ul style="list-style-type: none"> <li>3.1 Tools for Garnishing</li> <li>3.2 Types of Garnishing <ul style="list-style-type: none"> <li>3.2.1 Bell pepper balloon</li> <li>3.2.2 Cucumber ribbons</li> <li>3.2.3 Zucchini Flowers</li> <li>3.2.4 Curls, Rose</li> </ul> </li> <li>3.5 Pipping Skills</li> </ul> </li> <li>4. Art of Cooking <ul style="list-style-type: none"> <li>4.1 Different Style of Cooking</li> <li>4.2 Cooking Technique in effective presentation</li> <li>4.3 Special Technique <ul style="list-style-type: none"> <li>4.3.1 Foam</li> <li>4.3.2 Dry ice</li> <li>4.3.3 Nitrogen</li> <li>4.3.4 Caviar</li> <li>4.3.5 Anti-grill</li> </ul> </li> </ul> </li> </ul> |
|  | <ul style="list-style-type: none"> <li>5. Food Styling <ul style="list-style-type: none"> <li>5.1 Equipment &amp; Props (Fabric, Surfaces, Cutlery)</li> <li>5.2 Food styling best practices</li> <li>5.3 Cooking separately and building Later</li> </ul> </li> <li>6. Food Photography <ul style="list-style-type: none"> <li>6.1 Basic Photography</li> <li>6.2 Equipment &amp; Handling</li> <li>6.3 Lighting &amp; Composition</li> <li>6.4 Set Planning</li> <li>6.5 Food Photography</li> <li>6.6 Food styling for food media</li> <li>6.7 Visit to a food Studio / work shop</li> <li>6.8 Final Presentation</li> </ul> </li> </ul>                                                                                                       |

## USCA 507 PERSONALITY DEVELOPMENT AND EXECUTIVE SOFT SKILLS

**Objectives:** - On successful completion of this course students will be able to interact and communicate with his superiors, colleagues and his clients successfully.

| Units | Particulars                                                                                                                                                                                                                                                                                                                          | Hours 60 |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|       | 1 Definition & Importance of Social Image<br>1.2 Improving Self esteem<br>1.3 Grooming Basics<br>1.4 Social Graces and Proper E-mail and Telephone Etiquette<br>1.5 Basic National and International Social Etiquettes (do's and don'ts)<br>1.6 Self -Introduction                                                                   |          |
|       | 2 Revision of Grammar<br>2.1 Presentation 1 – Current issues<br>2.3 Group Discussion.<br>2.4 Personal Interviews<br>2.5 Voice Modulation<br>2.6 Public Speaking                                                                                                                                                                      |          |
|       | 3 Presentation –II (Groups & Individual)<br>3.2 Structuring the Presentation.<br>3.3 Visual aids to enhance effective Presentation.<br>3.4 Active Listening, body language, posture and eye contact.<br>3.5 Academic writing (Report writing, Agenda writing & Business letters)<br>3.6 Role play (conducting a meeting/ conference) |          |

## USCA 508 INDIAN CULTURE AND TRADITION

**Objectives :-** On successful completion of this course students will be able to coordinate the importance of food and festival.

| Unit   | Particulars                                                                                                                                                                                                                   | Hours 45 |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Unit I | 1 Festivals celebrated in India and festival Cuisine<br>1.1 Navroze (parsi)<br>1.2 Baisakhi<br>1.3 Padwa<br>1.4 Navratri<br>1.5 Onam<br>1.6 Pongal<br>1.7 Bakri-Id<br>1.8 Holi<br>1.9 Diwali<br>1.10 Easter<br>1.11 Christmas | 15 hrs   |

|          |                                                                                               |        |
|----------|-----------------------------------------------------------------------------------------------|--------|
| Unit II  | 2 Occasion and Ceremony food<br>2.1 Wedding<br>2.2 Fasting                                    | 15 hrs |
| Unit III | 3 Food destination of India<br>3.1 Street Food<br>3.2 Indian Eating habits and serving styles | 15 hrs |

## USCA 509 STRATEGIC MANAGEMENT

### Objectives of course:-

Objective of course is to learn meaning, definition & nature of strategy, organizational mission, meaning & features of business environment, strategy formulation & evaluation and strategy implementation & evaluation.

### Specific learning outcome:-

On completion of this module the student shall have a thorough knowledge and be able to define/describe/list/illustrate –

- Meaning, Definition and nature of Strategy.
- Process of Strategic Management: Formulation, Planning and Evolution.
- Benefits of Strategic Management
- Process of Strategic Management
- Organizational Mission, Vision and Objectives
- Business Environment
- Evaluation of Alternative Strategies
- Strategic Implementation Issues and Structures
- Methods of Strategic Evaluation and Control

| Strategic Management |                                                                                 | 45 hours |
|----------------------|---------------------------------------------------------------------------------|----------|
| Unit 1               | Strategic Management                                                            | 15 hours |
| <b>1.1</b>           | <b>Introduction of Strategy</b>                                                 |          |
| 1.1.1                | Meaning, Definition and nature of Strategy.                                     |          |
| 1.1.2                | Process of Strategic Management: Formulation, Planning and Evolution.           |          |
| 1.1.3                | Benefits of Strategic Management                                                |          |
| 1.1.4                | Types of Functional Strategies                                                  |          |
| <b>1.2</b>           | <b>Organizational Mission, Vision and Objectives</b>                            |          |
| 1.2.1                | Organizational Mission : Meaning Importance and essentials of Mission Statement |          |
| 1.2.2                | Organizational Vision : Importance                                              |          |
| 1.2.3                | Organizational Objective : Importance of Objective                              |          |
| <b>1.3</b>           | <b>Business Environment</b>                                                     |          |
| 1.3.1                | Meaning and Features of Business Environment                                    |          |
| 1.3.2                | Components of Environment                                                       |          |
| 1.3.3                | Importance of Environmental Scanning                                            |          |
| 1.3.4                | Techniques of Environmental Analysis                                            |          |

|               |                                                |                 |
|---------------|------------------------------------------------|-----------------|
| <b>Unit 2</b> | <b>Strategy Formulation And Evaluation</b>     | <b>15 hours</b> |
| <b>2.1</b>    | <b>Strategy (General) alternatives</b>         |                 |
| 2.1.1         | Merger Strategy                                |                 |
| 2.1.2         | Acquisition and Takeover Strategy              |                 |
| 2.1.3         | Joint venture Strategy                         |                 |
| 2.1.4         | Diversification Strategy                       |                 |
| 2.1.5         | Turnaround Strategy                            |                 |
| 2.1.6         | Divestment Strategy                            |                 |
| 2.1.7         | Liquidation Strategy                           |                 |
| <b>2.2</b>    | <b>Evaluation of Alternative Strategies</b>    |                 |
| 2.2.1         | Portfolio Analysis                             |                 |
| 2.2.2         | BCG Matrix                                     |                 |
| 2.2.3         | General Electric(GE) Nine Cell Matrix          |                 |
| 2.2.4         | SPACE                                          |                 |
| 2.2.5         | TOWS Matrix                                    |                 |
| <b>2.3</b>    | <b>Strategic Choice</b>                        |                 |
| 2.3.1         | Strategic Choice Process                       |                 |
| 2.3.2         | Factors influencing Strategic Choice           |                 |
| <b>Unit 3</b> | <b>Strategy Implementation And Evaluation</b>  | <b>15 hours</b> |
| <b>3.1</b>    | <b>Strategic Implementation</b>                |                 |
| 3.1.1         | Strategic Implementation Issues and Structures |                 |
| 3.1.2         | Leadership in Strategy Implementation          |                 |
| 3.1.3         | Leadership in Style                            |                 |
| 3.1.4         | Corporate culture                              |                 |
| 3.1.5         | Management of Strategies and Culture           |                 |
| <b>3.2</b>    | <b>Business Ethics</b>                         |                 |
| 3.2.1         | Definition and features of Business Ethics     |                 |
| 3.2.2         | Importance of Business Ethics and Values       |                 |
| <b>3.3</b>    | <b>Strategic Evaluation and Control</b>        |                 |
| 3.3.1         | Definition and nature of Strategic Evaluation  |                 |
| 3.3.2         | Importance of Strategic Evaluation and Control |                 |
| 3.3.3         | Methods of Strategic Evaluation and Control    |                 |

### **USCA 510 HOTEL ENGINEERING AND MAINTENANCE MANAGEMENT**

**Objectives:** - On successful completion of this course students will be able to know the different types of maintenance, equipment & accessories required for maintenance.

| Unit No. | TOPIC                                                    | Hours 45 |
|----------|----------------------------------------------------------|----------|
| 01       | 1 Maintenance                                            | 15 Hrs   |
|          | 1.1 Types of maintenance                                 |          |
|          | 1.2 Documents and records used by maintenance department |          |
|          | 1.3 contract Maintenance                                 |          |
|          | 2 Tools, accessories and its use in maintenance          |          |
|          | 2.1 Types of symbols used by maintenance department      |          |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |        |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
|    | 2.2 basic tools used by maintenance department<br>2.3 Basic accessories used by maintenance department<br>2.4 Types of wires and cables                                                                                                                                                                                                                                                                                                                                                                                                                                       |        |
| 02 | 3 Electricity<br>3.1 Basic terminology<br>3.1 Safety in use of electricity<br>3.2 Treatment of shock<br>3.3 Wiring of equipments used in Kitchens.<br>3.4 Safety precaution<br><br>4 Energy conservation<br>4.1 Introduction<br>4.2 Tips for energy conversation<br><br>5 Water conservation<br>5.1 Introduction<br>5.2 Tips for Water Conservation<br><br>6 Waste Management<br>6.1 Introduction<br>6.2 Different method of waste management<br><br>7 Noise Management<br>7.1 Introduction<br>7.2 Sources Of Noise<br>7.3 Impact of Noise<br>7.4 Methods of noise Management | 20 Hrs |
| 03 | 8 Ecotels<br>8.1 Introduction<br>8.2 Ecotel certification<br>8.3 Choosing an ecofriendly site<br>8.4 Ecotel design and construction<br>8.5 eco friendly amenities, product and processes                                                                                                                                                                                                                                                                                                                                                                                      | 10 Hrs |

### USCA 511 SECURITY AND SAFETY IN CATERING ESTABLISHMENT

**Objectives:** - On successful completion of this course students will be able to know the safety and security of kitchen and emergency situations handling.

| Units  | Particulars                                                                                                                                                                                                                                                   | Hours 45 |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Unit I | <b>1.1 Kitchen Safety</b> <ul style="list-style-type: none"> <li>Slips and trips</li> <li>Trip hazards</li> <li>Lifting weights</li> <li>Safe use of knives in the kitchen</li> <li>Work related contact dermatitis</li> <li>Use of cleaning agent</li> </ul> | 25 Hrs   |

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |               |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
|                 | <ul style="list-style-type: none"> <li>• Walk in coolers and Deep freezers</li> <li>• Faulty machinery</li> <li>• Risk assessment</li> <li>• Job Safety Analysis</li> <li>• Safety Training Observation Program “STOP”</li> </ul> <p><b>1.2 Fire Fighting</b></p> <ul style="list-style-type: none"> <li>• Introduction, safety and principles of fire fighting</li> <li>• Classification of fires and appropriate extinguishing agents</li> <li>• Conditions for fires</li> <li>• Properties of flammable materials</li> <li>• Fire prevention principles</li> <li>• Safe practices and its demo</li> <li>• Selection of fire-fighting appliances and equipment and its demo</li> <li>• Precautions for and use of fixed installations</li> </ul> <p><b>1.3 Elementary First Aid</b></p> <ul style="list-style-type: none"> <li>• Burns and Scalds, and Accidents caused by Electricity</li> <li>• Bleeding</li> <li>• Resuscitation</li> <li>• Rescue and Transport of Casualty</li> <li>• First aid (Electric shock, Minor fracture)</li> </ul> |               |
| <b>Unit II</b>  | <p><b>2.1 Security Systems</b></p> <ul style="list-style-type: none"> <li>• CCTVS – Types, advantages &amp; disadvantages</li> <li>• Areas of Security <ul style="list-style-type: none"> <li>a. Structural security</li> <li>b. Security policies</li> <li>c. Surveillance</li> <li>d. Safety and emergencies</li> <li>e. Employee Training</li> <li>f. Maintain all security equipment</li> </ul> </li> </ul> <p><b>2.2 Important Duties of the Security Dept.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>10 Hrs</b> |
| <b>Unit III</b> | <p><b>3.1 Theft Prevention</b></p> <ul style="list-style-type: none"> <li>• Policies to Reduce Employee Theft</li> <li>• Theft by outsiders –Guests &amp; other visitors</li> </ul> <p><b>3.2 Emergency situations handling</b></p> <ul style="list-style-type: none"> <li>• Bomb threat, Suspicious guests</li> <li>• Death of a guest in the hotel</li> <li>• Handling a drunk guest</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>10 Hrs</b> |

## USCA 512 ORGANIZATIONAL DEVELOPMENT & BEHAVIOR

**Objectives:** - On successful completion of this course students will be able to deal with himself and people around in the most acceptable way he will also be able to deal with stress and stay motivated.

| Unit No. | Particulars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Hours |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 01       | <b>1 Introduction to Organizational Behavior</b><br>1.1 Definition of Organizational Behavior<br>1.2 What Managers Do<br>1.2.1 Management Functions<br>1.2.2 Management Roles<br>1.2.3 Management Skills<br>1.2.4 Effective v/s Successful Managerial activities<br>1.3 Disciplines that contribute to the Organizational Behavior field<br>1.4 Individual Behavior<br>1.4.1 Ability<br>1.4.2 Biographical characteristics<br>1.4.3 Learning & Process of Learning<br>1.4.4 Introduction & Importance to Perception, Values & Attitude<br>1.4.5 Personality & Its Determinants<br>1.5 Group Behavior<br>1.5.1 Types of Groups<br>1.5.2 The Five stage model (Group Dynamics / Development)<br><b>2 Organizational Structure</b><br>2.1 What is Organizational Structure<br>2.1.1 Six Elements of organizational structure<br>2.2 Organizational Designs<br>2.2.1 Common Organizational Designs (Simple, Bureaucratic, Matrix)<br>2.2.2 New Design options (Virtual, Team, Boundary less) | 15    |
| 02       | <b>3 Motivational Concepts</b><br>3.1 Define Motivation<br>3.2 Early Theories of Motivation<br>3.2.1 Maslow Abraham's Hierarchy of Needs theory<br>3.2.2 Douglas McGregor's Theory X & Theory Y<br>3.3 Leadership & Types of Leadership<br><b>4 Stress Management</b><br>4.1 What is Stress?<br>4.2 Potential Sources of stress<br>4.3 Consequences of Stress<br>4.4 Managing stress<br>4.5 Introduction to Quality of Work Life                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 15    |

|    |                                                        |    |
|----|--------------------------------------------------------|----|
| 03 | <b>5 Organizational Change</b>                         | 15 |
|    | 5.1 What is change?                                    |    |
|    | 5.2 Elements / Factors of Change (External & Internal) |    |
|    | 5.3 Planned Change                                     |    |
|    | 5.4 Resistance to change                               |    |
|    | 5.5 Overcoming Resistance to Change                    |    |
|    | 5.6 Approaches to Managing Organizational change       |    |
|    | 5.7 Introduction to Diversity & Managing Diversity     |    |
|    | <b>6 Conflict Management</b>                           |    |
|    | 6.1 Definition of Conflict                             |    |
|    | 6.2 Sources & Types of Conflict                        |    |
|    | 6.3 Conflict Management Styles                         |    |
|    | 6.4 Power and Politics                                 |    |
|    | 6.4.1 Concept & Basis of Power                         |    |
|    | 6.4.2 Organization Politics                            |    |

### USCA 513 HOSPITALITY SERVICES MARKETING

**Objectives:** - On successful completion of this course students will be able to market and sale the product in the form of food or property.

| Unit | TOPIC                                                                                                | Hours 45 |
|------|------------------------------------------------------------------------------------------------------|----------|
| 1    | 1 Introduction to Marketing.                                                                         | 15       |
|      | 1.1 Definitions – Marketing, Sales, Hospitality Products, Services.                                  |          |
|      | 1.2 Introduction to Service Marketing                                                                |          |
|      | 1.3 Distinguish between Sales & Marketing.                                                           |          |
|      | 1.4 Distinguish between Goods & Services.                                                            |          |
|      | 1.5 Characteristics of Services Marketing                                                            |          |
|      | 1.6 Service gaps                                                                                     |          |
|      | 1.7 Service encounter & service chain, Moment of Truth                                               |          |
|      | 1.8 Service encounter Analysis – The “7 S’s”                                                         |          |
|      | 2 Services Marketing Concept                                                                         |          |
|      | 2.1 Segmentation (Target Market, Types of segmentation:- Demographic, geographic and psychographic). |          |
|      | 2.2 Positioning.                                                                                     |          |
|      | 2.3 Components of Marketing Plan.                                                                    |          |
| 2    | 3 P’s of Service Marketing.                                                                          | 15       |
|      | 3.1 Product / service mix                                                                            |          |
|      | 3.1.1 Levels of a product and new product development.                                               |          |
|      | 3.1.2 Product life cycle                                                                             |          |
|      | 3.1.3 Marketing strategies during the Product Life Cycle                                             |          |
|      | 3.1.4 Branding.                                                                                      |          |
|      | 3.2 Price Mix.                                                                                       |          |
|      | 3.2.1 Pricing objectives (Survival, Profit, Sales                                                    |          |



|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|   | <p>Competition, Image – differentiation)</p> <p>3.2.2 Factors affecting pricing decision.</p> <p>3.2.3 Skimming and penetration</p> <p>3.2.4 Creative pricing of hotels and restaurants</p> <p>3.3 Distribution Mix / Place.</p> <p>3.3.1 Different Distribution network</p> <p>3.3.2 Types of distribution channels.</p> <p>3.3.3 Push and pull strategies</p> <p>3.3.4 Need &amp; role of distribution channel.</p> <p>3.4 Promotion / Communication mix</p> <p>3.4.1 Communication process</p> <p>3.4.2 Types of media &amp; importance.</p> <p>3.4.3 Public Relations and publicity</p> <p>3.4.4 Stages and technique of Personal Selling</p> <p>3.4.5 In house Merchandising</p> <p>3.4.6 Sales Promotion types and techniques.</p> |    |
|   | <p>3.5 People</p> <p>3.5.1 Employees</p> <p>3.5.2 Customers</p> <p>3.6 Physical Evidence</p> <p>3.6.1 Ambience</p> <p>3.6.2 Facility Design</p> <p>3.6.3 Equipment</p> <p>3.6.4 Employee Dress</p> <p>3.6.5 Other Tangibles</p> <p>3.7 Process / System – delivery (airlines and Service Blueprint/ Hotels)</p>                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
| 3 | <p>4 Consumer behavior :</p> <p>4.1 Introduction &amp; definition of consumer behavior</p> <p>4.2 Factors influencing consumer behavior (Social, Cultural, Personal)</p> <p>4.3 Stages in purchase behavior (5 stage)</p> <p>4.4 Guests of tomorrow &amp; Guest lifestyles</p> <p>E- Marketing for Services :</p> <p>5.1 Introduction E- Marketing &amp; Objectives</p> <p>5.2 Ways to conduct on-line Marketing Activities.</p> <p>5.3 Benefits of E-Marketing[customers stay updated, customers can compare online, clear product information, transparent pricing, e-commerce, online virtual tours)</p>                                                                                                                              | 15 |

# Semester VI

## USCA 601 – ADVANCED CULINARY ARTS –INDIAN

Indian (Tandoor and Halwai) (Practical)

Objective

Objective of this course is to teach the students about the tandoor and halwai cuisine

Learning Outcome

After completion of this demo students shall be able to prepare the tandoori and halwai dishes for them.

Practicals:-

20 Menus based on

- Indian Starters (Kebabs)
- Accompaniments
- Indian breads
- Indian desserts

Note:- Different varieties of Accompaniments like Pickles, Raita, salads, chutneys, murabba

| Topics / Menu                                                                                |                                                                                                                         | Total<br>60 Hrs |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-----------------|
| Menu 1<br>Tandoori roti, kulcha<br>Naan , Muslim Naan<br>Paneer tikka, Murgh Tikka<br>Ghevar | Menu 2<br>Bhakharkhani Naan<br>Shikampuri Kabab , Phaldari Kabab<br>Double ka Meetha                                    |                 |
| Menu 3<br>Roomali roti<br>Sheekh Kabab , Vegetable<br>Sheekh Kabab<br>Boondi laddoo          | Menu 4<br>Khasta roti<br>Kakori Kebab<br>Sandesh , Kala Jamun                                                           |                 |
| Menu 5<br>Sheeramal<br>Shammi Kabab , Harabhara<br>kabab<br>Jalebi                           | Menu 6<br>Bhakri ( Nachani, Bajra)<br>( Rice, Jawar)<br>Ajawain Prawns , Ajawain Mushroom<br>Ukadiche Modak , Fry Modak |                 |
| Menu 7<br>Ghavane<br>Kalami or Tangdi kabab                                                  | Menu 8<br>Appam<br>Chicken stew                                                                                         |                 |

|                                                                                                                                                                       |                                                                                                  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--|
| Stuffed Hariyali Fish<br>Alle belle                                                                                                                                   | Dodol , Bibinca                                                                                  |  |
| Menu 9<br>Dhakai Paratha<br>Tandoori Chicken<br>Patti shapta                                                                                                          | Menu 10<br>Baida Roti<br>Malai kabab (chicken, veg)<br>Imarti, Mysore Pak                        |  |
| Mennu 11<br>Kheema Paratha<br>Peshawari boti kabab<br>Malpua , rabdi                                                                                                  | Menu 12<br><br>Satvik menu<br>Varicha Bhaat<br>Shengdana amti<br>Rushichi bhaji<br>Sabudana wada |  |
| Menu 13 Vegan menu<br>Peanut & Sweet Potato Cutlets<br>Quinoa Cucumber salad<br>Massor palak Sabzi<br>Three seed roti<br>(Bajra, jawar, Ragi)<br>Seasonal Fruit Salad | Menu 14 Ayurvedic menu<br>Khichadi<br>Curd                                                       |  |

## USCA- 602 ADVANCE CULINARY ARTS - INTERNATIONAL

### Objective

Objective of this course is to teach students about the international cuisine.

### Learning Outcome

After completion of this demo students shall be able to prepare the international dishes.

|  |                                                                                                                                                                                                                                                         |        |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
|  | ADVANCE CULINARY ARTS INTERNATIONAL<br>PRACTICAL MENU                                                                                                                                                                                                   | 60 Hrs |
|  | <p><b><u>MENU 1 MEXICAN</u></b></p> <p>a) Taco Salad<br/>b) Sopa D'azo<br/>c) Skewered Camarones<br/>d) Mexican Potato<br/>e) Chilli Corn Carne<br/>f) Mexican Banana Cake</p> <p><b><u>MENU 2 CARRIBEAN</u></b></p> <p>a) Nakita (Garden Egg soup)</p> |        |

- b) Kenon with gravy
- c) Root Vegetables Cajun
- d) Creole Rice

### **MENU 3 THAILAND**

- a) Tom Kha Kai
- b) Plathod Krathieum Prik Thai
- c) Khao Phad Bai Krapaw Kai
- d) Phad phak kaeng dang

### **MENU THAILAND 4**

- a) Tom Yom Koong
- b) Keo Gaeng Kai
- c) Gai Pad Met Ma-muang Him-ma-paran
- d) Phad Thai
- e) Honey Puffs

### **MENU 5 SRILANKA**

- a) Ceylon Chicken Curry
- b) Bandakka Thel Dala
- c) Ala Curry
- d) Rice
- e) Kaloo Dodal

### **MENU 6 JAPANESE**

- a) Sushi demo

### **MENU 7 INDONESIA**

- a) Sup Ikan Nila Kuah Pedas
- b) Satay Ayan
- c) Tumis Tauge
- d) Nasi Goreng
- e) Pancake Pisang

### **MENU 8 MIDDLE EAST**

- a) Hummus al Tahira / Pita Bread.
- b) Baba Ganouj
- c) Kabsa Bil-Lahm
- d) Spinach Fatayer

### **MENU 9 Scandinavia**

- a) Scandinavian Smorgas board

### **Menu 10** (Buffet assignment)

Hi-tea

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  | <p><b><u>Menu 11</u></b><br/>Buffet assignment Breakfast</p> <p><b><u>Menu 12</u></b><br/>Brunch</p> <p><b><u>Menu 13 African Menu</u></b><br/>Lamb bean and pumpkin soup<br/>Akkra with South African chutney<br/>Jollof chicken and rice<br/>Tropical fruit pancakes / banana mandazi</p> <p><b><u>Menu 14 USA</u></b><br/>Pork sliders with sweet potato chips<br/>Hot dogs<br/>Fried chicken with poutine<br/>American fried rice with onion rings<br/>Apple pie</p> <p><b><u>Menu 15 UK</u></b><br/>Scotch broth<br/>Fish and chips<br/>Mushy peas<br/>Cheese cake</p> <p><b><u>Menu 16 UK</u></b><br/>Bangers and mash<br/>Shepherd's pie<br/>Sticky toffee pudding with toffee sauce</p> <p><b><u>Menu 17 International</u></b><br/>International Street food</p> |  |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

## USCA 603 CHOCOLATIER

Objective -

Objective of this course is to teach them about advanced chocolate arts

Learning Outcome

After completion of these module students shall be able demonstrate same in the practical as mentioned in journals.

| Menu                                                |                                                                                    | Hours 60 |
|-----------------------------------------------------|------------------------------------------------------------------------------------|----------|
| Menu 1<br>Tasting<br>2 types<br>Melting / Tempering | Menu 9<br>Chocolate crème Brulee                                                   |          |
| Menu 2<br>Pralines<br>2 types<br>Assorted chocolate | Menu 10<br>Chocolate Devils cake<br>Death by chocolate<br>Chocolate mirror glaze   |          |
| Menu 3<br>Hand rolled truffles                      | Menu 11<br>Liquor chocolate<br>Soft centre chocolate                               |          |
| Menu 4<br>Chocolate Garnish                         | Menu 12<br>Chocolate stencil<br>Chocolate pattern<br>Chocolate design              |          |
| Menu 5<br>Chocolate with cocoa colour               | Menu 13<br>Chocolate fondue<br>Chocolate fudge<br>Chocolate frozen cake            |          |
| Menu 6<br>Chocolate showpiece                       | Menu 14<br>Chocolate soufflé<br>Chocolate orange soufflé<br>Chocolate cold soufflé |          |
| Menu 7<br>Moulding Chocolate<br>Shapes & shading    |                                                                                    |          |
| Menu 8<br>Chocolate sponge<br>Chocolate cakes       |                                                                                    |          |

## **USCA – 604 PROJECT RESEARCH (CULINARY ARTS) 60 hrs.**

**Objectives:** - On successful completion of this course students will be able to conduct the research and satisfy his curiosity by self learning.

### **RESEARCH METHODOLOGY**

1. AIM: To enable students to
  - a) Become knowledgeable of the research process and its different approaches.
  - b) Develop critical thinking to find business opportunities and to solve questions related to the service and food industry.
2. LEARNING OUTCOME : By the end of the Project, the student will be able to
  - ⤴ Conceptualise the research process.
  - ⤴ Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.
  - ⤴ Understand and apply research approaches, techniques and strategies in an appropriate manner for managerial decision making.
  - ⤴ Demonstrate knowledge and understanding of data analysis and interpretation in relation to research process.
  - ⤴ Develop necessary critical thinking skills in order to evaluate different research approaches utilised in the service industry.

**Project Description:** This Project examines some of the theories and methods associated with research methodologies through a consideration of definition and purpose of research, approaches to framing the enquiry method, analysing and writing the research project. The module aims to give those studying research methodology confidence, critical understanding and skills to enable them to embark on their own educational research project.

### **Marks Guideliness Assessment 1**

The topic chosen for dissertation / project / research article is worth 80% of the total marks for this module. The marks allocation below will be used as guide only. Overall presentation / structure including evidences of collaboration, teamwork and partners cohension.

|                                                            |     |
|------------------------------------------------------------|-----|
| What is purpose of study                                   | 10% |
| How will you evaluate the quality of the literature review | 10% |
| What is the research question (topic)                      | 10% |
| Describe the research design                               | 10% |
| Collection of data                                         | 10% |
| Tabulation of data                                         | 10% |
| What conclusion did the research make                      | 20% |
| Result and recommendation                                  | 20% |

## **Marks Guidelines Assessment 2**

The presentation part is worth 20% of the total marks

|                                                                                                                                         |     |
|-----------------------------------------------------------------------------------------------------------------------------------------|-----|
| Overall presentation and professionalization of report including evidence of collaboration teamwork, preparation and partners cohesion. | 25% |
| Defence and use of primary and secondary data                                                                                           | 25% |
| Ability to convey the opportunity in tabulating the data                                                                                | 25% |
| Demonstrating an understanding of research methods and methodlines                                                                      | 25% |

### **Assessment 1 : 30%**

On the basis of the written work the students are required to give a 20 minute presentation. The presentation should give a clear indication of the student research; the students may use PPTs and videos to facilitate their presentation. The students are allowed to make this assignment in pairs.

**\*Please note** that if you or your partner has issues or problems in regard to working together this should be brought to the attention of the teaching team within 3<sup>rd</sup> week from the start of your module. Identifying this problem before the submission of presentation after that will not be accepted.

**\*Extensions** are only granted for extenuating circumstances that are beyond a student's control. In general, though not exclusively, extenuating circumstances will be of a medical or personal nature affecting the students for a period of time and/ or during assessment. Examples include, but are not limited to, a serious illness, accident or bereavement. Independent documented evidence is required in advance of the exam/submission date.

**\*Word Limits:** The word limit for the assignment is the part of the assessment criteria. There is a tolerance of 10% in excess of the word limit (E.g 8000 word limit = + or – 400 words) any excess over the word limit beyond the 10% will result in a maximum mark of 40%. you should state the number of words on the front of your assessment.

**\*Late submission of assignment:** If assignments are submitted after the due date but within the calendar week(i.e upto 6 days after the submission dates) a maximum mark of 40% can be achieved. If submission is made one calendar week after the due date (i.e late by 7 days or more) a mark of 0% will be awarded.

**\*Plagiarism:** Plagiarism occurs when someone copies or reproduces another person's words or ideas and presents them as their own with no proper acknowledgement via citation and referencing. To ensure that you are not at risk of being accused of plagiarism you must declare all the sources from which you have obtained material or ideas.



**USCA - 605 EXPERIMENTAL AND INNOVATIVE COOKING**

**Objectives:** - On successful completion of this course students will be able to learn different traditional cooking methods.

|  | Experimental Menu                                                                                                      | Innovative Menu                                                                                                                                                                                                            | Total<br>Hrs 60 |
|--|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
|  | <b><u>Menu 1</u></b><br>Charcoal Cooking Menu                                                                          | <b><u>Menu 8</u></b><br>A traditional thali served with continental style                                                                                                                                                  |                 |
|  | <b><u>Menu 2</u></b><br>Stone cooking                                                                                  | <b><u>Menu 9</u></b><br>Innovative recipes in different courses with<br>Following flowers<br>Pumking, Hibiscus, Lavender, Gulmohar, Mahua.                                                                                 |                 |
|  | <b><u>Menu 3</u></b><br>Sand cooking                                                                                   | <b><u>Menu 10</u></b><br>Making Vegetarian recipe inspired by famous non vegetarian recipes.<br>Mutton Rogan josh – Salagam ka rogan josh<br>Kachhe salagam ka laal mass,<br>Mutton Lucknowi Biryani-<br>Kathal Ki Biryani |                 |
|  | <b><u>Menu 4</u></b><br>Making Desserts with Savoury Ingredient<br>Ginger, Garlic, Green Chillies etc.                 | <b><u>Menu 11</u></b><br>Strange Combination of flavours:-<br>Strawberry & toddy<br>Pea & Aubergine<br>Cottage cheese & tamarind<br>Mango & Pearl Sago                                                                     |                 |
|  | <b><u>Menu 5</u></b><br>Bamboo cooking<br>Bamboo dum biryani.                                                          | <b><u>Menu 12</u></b><br>Dessert making without Sugar                                                                                                                                                                      |                 |
|  | <b><u>Menu 6</u></b><br>Some desserts<br>Spaghetti Jalebi<br>Ras angoori sandwich<br>Coconut foam<br>Biryani ice cream | <b><u>Menu 13</u></b><br>Use of unique ingredients in the cooking<br>Cactus<br>Rose Apple<br>Edible gum (gond)                                                                                                             |                 |
|  | <b><u>Menu 7</u></b><br>Indian Food with continental ingredients<br>Pasta biryani<br>Pasta in makhni gravy             | <b><u>Menu 14</u></b><br>Vegan Cooking                                                                                                                                                                                     |                 |

## USCA 606    ADVANCED CULINARY ARTS

### Objective:

Objective Of this course is to teach them about International Cuisine

### Learning Outcome

After completion of this unit student will be able to:

List the features of International cuisine

To define the features of International cuisine, its history and modern development region wise and will be able to state the preparation methods, Meal structure and regional variation.

| Unit   | Sub Units | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Total Hrs 45 |
|--------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Unit 1 |           | <b><u>INTERNATIONAL CUISINE – Middle eastern &amp; Africa</u></b><br><br><b><u>1.1 Middle Eastern- Morocco, Lebanon, Turkey</u></b><br>1.1.1 History and development of Chinese cuisine.<br>1.1.2 Meal structure.<br>1.1.3 Main ingredients used in Chinese cuisine<br>1.1.4 Regional variations<br><br><b><u>1.2 Africa</u></b><br>1.2.1 History and development of Africa cuisine.<br>1.2.2 Meal structure.<br>1.2.3 Main ingredients used in Africa cuisine<br>1.2.4 Regional variations                                                                                                                                                                          | 15 hrs       |
| Unit 2 |           | <b><u>INTERNATIONAL CUISINE – Northern Southern &amp; Central America</u></b><br><br><b><u>2.1 USA</u></b><br>2.1.1 History and development of Chinese cuisine.<br>2.1.2 Meal structure.<br>2.1.3 Main ingredients used in Chinese cuisine<br>2.1.4 Regional variations<br><br><b><u>2.2 Mexico</u></b><br>2.2.1 History and development of Chinese cuisine.<br>2.2.2 Meal structure.<br>2.2.3 Main ingredients used in Chinese cuisine<br>2.2.4 Regional variations<br><br><b><u>2.3 Caribbean</u></b><br>2.3.1 History and development of Chinese cuisine.<br>2.3.2 Meal structure.<br>2.3.3 Main ingredients used in Chinese cuisine<br>2.3.4 Regional variations | 15 hrs       |

|           |                                                                                                                                                                                                                                                                                                                     |        |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Unit<br>3 | <b>Modern cooking technics and process and layout of different types of buffet</b><br><br>3.1 Modern cooking technics and process<br>3.2 Sousvide cooking, cook chill, cook freeze<br>3.3 Buffet components cooked in the below buffets<br>3.4 Breakfast- Indian, continental, American<br>3.5 Hi-Tea<br>3.6 Brunch | 15 hrs |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|

## USCA 607 FOOD TOURISM

**Objective:** To understand the importance of food tourism and its increasing popularity around the world.

Learning Outcome:

- To know the history and importance of food tourism.
- To know the growing popularity in India
- To understand the festivals and culture around the world and its importance.
- To know the festivals in India who plays major role in tourism.
- Will able to understand the new trends changing in hotels industry and restaurants to promote and encourage food tourism.
- Role of social media in world food tourism.

| Unit   | Sub unit | Topic                                                                                                                                                                                                                                                                                                                                                                                                          | Total hrs 45 |
|--------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Unit 1 | 1.1      | <b>Introduction to food tourism, Food Tourism in India, Food Tourism all around the world.</b>                                                                                                                                                                                                                                                                                                                 | 15 hrs       |
|        |          | 1)Introduction<br>2) Food tourism an innovative concept<br>3) Increase in demand of world tourism<br>4) Food tourism in India.<br>a) Lassi- Punjab<br>b) Biryani – Hydrebad<br>c) Pani Puri/gol gappa( Indian street food)<br>5) food Tourism around the world<br>a) food in Egupt<br>b) food in Denmark<br>c) food in France<br>e) food in Japan<br>f) food in America<br>g) food in China<br>h) Coastal Food |              |

|        |     |                                                                                                                                                                                                                                                                                                                                                                                                            |               |
|--------|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Unit 2 | 2.1 | <b>Seasons and festivals</b>                                                                                                                                                                                                                                                                                                                                                                               | <b>15 Hrs</b> |
|        |     | 1) Learning the seasons<br>2) History<br>3) Food Festival<br>a) USA<br>b) Hong Kong<br>c) Auckland seafood festival<br>d) Eastern Africa<br>i) Kenya<br>ii) Nairobi<br>iii) Mombasa carnival<br>e) North Africa<br>f) South Africa<br>4) Festivals in India<br>a) Rathyatra<br>b) Saraswati puja<br>c) Muharram<br>d) Kali puja<br>e) Makar sankranti<br>f) Lakshmi pooja<br>g) Durga Puja<br>h) Christmas |               |
| Unit 3 | 3.1 | <b>Modern revolution and contribution of hotel and restaurants.</b>                                                                                                                                                                                                                                                                                                                                        | <b>15 Hrs</b> |
|        |     | 1) Food promotion in Indian and world hotels<br>2) Modern Food Tourism<br>a) Organic food Tourism<br>b) Wine tourism (Increase in Demand of Wine tourism in India.<br>c) Contribution of social Media in advancing food Tourism all around the world.                                                                                                                                                      |               |

### **USCA608 INDIAN SNACKS**

**Objectives:** - On successful completion of this course students will be able to understand and classify indian snacks in various categories.

| <b>Units</b> | <b>Topics</b>                                                                                                                                                                                            | <b>Total Hrs</b><br><b>45</b> |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Unit I       | 1.1 Introduction to Indian snacks<br>1.2 Introduction to Indian snacks<br>1.3 Origin & history of Indian snacks<br>1.4 Methods of cooking used in Indian snacks<br>1.5 Ingredients used in Indian snacks | 15 hrs                        |

|          |                                                                                                                                                                                                                                                                                           |        |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
|          | 1.6 Healthy snacks<br>1.7 Accompaniments of indian snacks                                                                                                                                                                                                                                 |        |
| Unit II  | 2.1 Regional influence on Snacks<br>2.2 Religious influence on Indian Snacks<br>2.3 Festival influence on Indian snacks<br>2.4 Famous snacks from western India<br>2.5 Famous snacks from Eastern India<br>2.6 Famous snacks from Northern India<br>2.7 Famous snacks from Southern India | 15 hrs |
| Unit III | 3.1 Snack & convenient Indian food<br>3.2 What is convenient India food<br>3.3 Need of the convenient food<br>3.4 packaged food processing system<br>3.5 Advantages of convenient food<br>3.6 Limitations & ill effects of convenient food                                                | 15 hrs |

## USCA 609 INDIAN CONFECTIONARY

### Objective:

Objective Of this course is to teach students about the varieties of Indian desserts.

### Learning Outcome

After completion of this unit student will be able to:

List the features of Indian confectionary

To define the features of Indian confectionary, its history and modern development region wise and will be able to state the preparation methods, Meal structure and regional variation.

| Units          | Sub Units                              | Topics                                                                                                                                                                                                                                                                                                                                                                | Total<br>45 Hrs |
|----------------|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Unit I</b>  | 1.1<br>1.2<br>1.3<br>1.4<br>1.5<br>1.6 | Introduction to Confectionery<br>History of sweets belonging to northern part of India<br>History of sweets belonging to eastern part of India<br>History of sweets belonging to southern part of India<br>History of sweets belonging to western part of India<br>Difference between bakery & confectionery                                                          | 15 hrs          |
| <b>Unit II</b> | 2.1<br><br>2.2                         | Milk based sweets, Flour based sweets, Other category of sweet, Khoya based sweets.<br><br><b>CONFECTIONERY PROCESSES AND FORMULATIONS</b> <ul style="list-style-type: none"> <li>• Introduction to Confectionery Processes</li> <li>• Rolling and Cutting</li> <li>• Casting or Depositing</li> <li>• Hard Candy</li> <li>• Fondants Jellies Marshmallows</li> </ul> | 15 hrs          |

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                   |  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>• Die Forming</li> <li>• Extrusion and Bar Forming</li> <li>• Rollers and Orifices for Extruded Products</li> <li>• Candy Extruder side View</li> <li>• Panning</li> </ul> |  |
| <b>Unit III</b> | <p>3.1</p> <p><b>CARAMELS, TOFFEES, BUTTERSCOTCH, FUDGE</b></p> <ul style="list-style-type: none"> <li>• The Milk Ingredient</li> <li>• Reconstitution of Milk Powder</li> <li>• Fats</li> <li>• Recipes Processes and Equipment for Caramel Fudge and Toffee Manufacture</li> <li>• Caramel Texture</li> <li>• English Toffee Nut Brittles</li> <li>• Fudge (Jersey or Italian Crème)</li> <li>• Equipment for Caramel and Fudge Manufacture</li> <li>• Croquante (Krokant) Praline (Nugat) Brittles</li> <li>• Noisette, Chocolate Paste, Truffle Paste</li> <li>• Croquant Cooker</li> <li>• Boiled Sweets, Hard Candy</li> <li>• Process and Recipe for Sugar Boilings</li> <li>• Large Scale Production</li> <li>• Pulled Sugar, Soft Center Bonbons, Aerated oilings, Fourres</li> <li>• Mintoe Type Hard Candy</li> <li>• Soft Center Bonbons</li> <li>• True Bonbons, Fourres</li> <li>• Special Properties of Boiled Sugar Confections</li> <li>• Composition</li> </ul> <p>3.2</p> <p><b>NOUGAT, SOFT NOUGAT (MONTELMART, NOUGATINE)</b></p> <ul style="list-style-type: none"> <li>• Cocoa Powder, Milk Powder, Spice Flavours</li> <li>• Examples of Formulation and Processes</li> <li>• Fruit Chews</li> <li>• Chewing Sweets Composition</li> <li>• Jellies, Gums, Pastilles, Turkish, Delight</li> <li>• Gums</li> <li>• Soft Gums and Pastilles</li> <li>• Starch Jellies</li> <li>• Process and Formulation Details</li> <li>• Agar and Gelatin Jellies</li> <li>• Preparation of Gelatin Jellies</li> <li>• Agar Jellies</li> <li>• Preparation of Agar Jellies Fruit Slices</li> <li>• Marzipan, Almond and Other Nut Pastes</li> </ul> | 15 hrs                                                                                                                                                                                                            |  |

|  |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |
|--|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  |     | <ul style="list-style-type: none"> <li>• Manufacture of Marzipan</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
|  | 3.3 | <p><b>CANDY (HARD BOILED)</b></p> <ul style="list-style-type: none"> <li>• Principal Ingredients</li> <li>• Invert Sugar</li> <li>• Process of Manufacture</li> <li>• Process Description</li> <li>• Formulations</li> <li>• Candy Products &amp; Confectionery Chocolate</li> <li>• Fruit Jelly Candies</li> <li>• Sugar Cooling for Candy</li> <li>• French Chewing Candy</li> <li>• Hard Candy</li> <li>• Manufacture of Hard Candy</li> <li>• Plant Economics</li> <li>• Land &amp; Building</li> <li>• Plant &amp; Machinery</li> <li>• Fixed Capital</li> <li>• Raw Materials</li> <li>• Total Capital Investment</li> <li>• Turn Over /Annum</li> <li>• Profit Sales Ratio</li> <li>• Rate of Return</li> <li>• Break Even Point</li> </ul> |  |
|  | 3.4 | <p><b>POUCH FILLING FOR SAUNF, SUPARI, ILAICHI ETC</b></p> <ul style="list-style-type: none"> <li>• Formulation</li> <li>• Process</li> <li>• Pouch Filling</li> <li>• Process Flow Chart</li> <li>• Plant Economics</li> <li>• Land &amp; Building</li> <li>• Plant &amp; Machinery</li> <li>• Fixed Capital</li> <li>• Raw Materials</li> <li>• Total Capital Investment</li> <li>• Turn Over /Annum</li> <li>• Profit Sales Ratio</li> <li>• Rate of Return</li> <li>• Break Even Point</li> </ul>                                                                                                                                                                                                                                              |  |

## USCA 610 KITCHEN FACILITY PLANNING AND ENVIRONMENT CONSCIOUSNESS

### Objective:

Objective Of this course is to teach the student about Kitchen facility planning and environment consciousness

### Learning Outcome

After completion of this unit student will be able to:

Draw a layout of a basic kitchen with structural features, fire safety and will also be able to be environmental consciousness.

| Units      | Sub Units | Topics                                                                                                                                                                                                                                                                                                                                                                                                             | Total Hrs 45 |
|------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Unit 1     | 1.1       | <b>Kitchen Design</b><br>1.1 Basis of Physical layout<br>1.2 Area requirement<br>1.3 Structural features – Drainage, , Electricity , Gas , Water Supply, Floor, Wall and Ceiling surfaces, work surfaces, lighting<br>1.4 Ventilation<br>1.5 Work Centres in a layout – Commissary, Butchery, Garde Manger, Bakery, Pastry , Banquet or Main Kitchen, Satellite Kitchens ,<br>1.6 Fire Safety                      | 15 HRS       |
| Unit – II  | 2.1       | <b>Equipment planning</b><br>2.1 Types of equipment – Food Preparation Equipment, Cooking Equipment, Holding Serving and Cleaning Equipment, Washing and Storage Equipment<br>2.2 Factor to be considered while selecting Kitchen Equipment<br>2.3Types of fuel used in a kitchen<br>2.4 Installation, Preventive / routine and reactive maintenance<br>2.5 Commonly used equipment and their operating Procedures | 15 HRS       |
| Unit – III | 3.1       | <b>Environmental Consciousness</b><br>3.1 Garbage Segregation<br>3.2 Chemical and pollution reduction<br>3.3 Reducing carbon footprint , Energy efficiency<br>3.4 Water efficiency<br>3.5 Waste reduction<br>3.6 Recycling<br>3.7 Exhaust and drainage requirements                                                                                                                                                | 15 HRS       |



## **USCA 611 ENTREPRENEURSHIP AND RESTAURANT SET-UP**

### **Objectives:**

Students should be able to discuss the various facets of the restaurant industry pertaining to techniques to handle finance, marketing and manpower for start-up's.

Students should know how to manage risks associated with the business of Start-ups'

| Unit   | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Total Hrs<br>45 |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| UNIT 1 | 1.1 Introduction to entrepreneur and Entrepreneurship<br>1.2 Definition<br>1.3 Role of an Entrepreneur<br>1.4 Types of Entrepreneur<br>1.5 Characteristics of Successful Entrepreneur<br>1.6 Entrepreneur Success and Failure<br>1.7 Entrepreneur and Managers<br>1.8 Entrepreneurship Process<br>1.9 Types of Business organisation – Sole Proprietorship, Partnership Business, Family Business, Limited Liability Partnership, Small companies, Joint Stock company , Advantages and Disadvantages<br>1.10 Kind of Company – Franchising, Advantages of franchising, Choosing a franchise, Franchise Agreement. | 15 hrs          |
| UNIT 2 | 2.1 A brief history of the Restaurant Industry<br>2.2 Factors affecting growth of Restaurant Industry<br>2.3 Restaurant Design & Project Management.<br>2.4 Menu Planning & Pricing.<br>2.5 Kitchen Layout & Selecting Kitchen Equipment<br>2.6 Managing Finances & Budgetary control.<br>2.7 Agreements, Licenses and Permissions.<br>2.8 Operations set up (Dining Room)                                                                                                                                                                                                                                         | 15 hrs          |
| UNIT 3 | 3.1 Food Safety and Sanitation.<br>3.2 Manpower Planning<br>3.3 Marketing your restaurant<br>3.4 Inventory control<br>3.5 Why Restaurants fail<br>3.6 Technology in the Restaurant Industry.<br>3.7 The Customer Experience<br>3.8 Problem Resolution                                                                                                                                                                                                                                                                                                                                                              | 15 hrs          |

## USCA 612 ECO FRIENDLY PRACTICES IN CULINARY OPERATION

### Objective:

Objective Of this course is to teach students about the varieties of Indian desserts

### Learning Outcome

After completion of this unit student will be able to:

List the features of Indian confectionary

To define the features of Indian confectionary, its history and modern development region wise and will be able to state the preparation methods, Meal structure and regional variation.

| Units           | Sub Units                       | Topics                                                                                                                                                                                                                                                                           | Total<br>45 Hrs |
|-----------------|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Unit I</b>   | 1.1<br>1.2<br>1.3<br>1.4<br>1.5 | Introduction to eco-friendly practices in culinary operation.<br>Importance of eco-friendly practices in culinary operation.<br>Guidelines for approval of eco-friendly hotels.<br>Energy conversation program in hotel industry<br>Water conversation program in hotel industry | 15 hrs          |
| <b>Unit II</b>  | 2.1<br>2.2<br>2.3<br>2.4<br>2.5 | Introduction to eco-friendly kitchen designing<br>On the Basis of physical layouts<br>Types of kitchen<br>Environment conditions<br>Green technology used in food production                                                                                                     | 15 hrs          |
| <b>Unit III</b> | 3.1<br>3.2<br>3.3<br>3.4<br>3.5 | Eco friendly practices used in food service outlets<br>Introduction to designing of eco-friendly restaurant<br>Types of restaurant and their themes<br>Designing and planning of eco-friendly restaurants.<br>Designing eco-friendly bar.                                        | 15 hrs          |

## USCA 613 INTRODUCTION TO MARITIME HOSPITALITY

### Objective:

Objective Of this course is to teach students about the varieties of Indian desserts

### Learning Outcome

After completion of this unit student will be able to:

List the features of Indian confectionary

To define the features of Indian confectionary, its history and modern development region wise and will be able to state the preparation methods, Meal structure and regional variation.

| Units           | Sub Units | Topics                                                           | Total<br>45 Hrs |
|-----------------|-----------|------------------------------------------------------------------|-----------------|
| <b>Unit I</b>   | 1         | Introduction to maritime hospitality                             | 15 hrs          |
|                 | 1.1       | What is maritime hospitality management                          |                 |
|                 | 1.2       | Managers & employees role in maritime hospitality industry       |                 |
|                 | 1.3       | Importance of study in maritime hospitality management programme |                 |
|                 | 1.4       | Planning a career                                                |                 |
|                 | 1.5       | Employment as an important part of education                     |                 |
|                 | 1.6       | Getting a job                                                    |                 |
|                 | 1.7       | Maritime hospitality industry and environment                    |                 |
|                 | 1.8       | Safety and security of guest                                     |                 |
|                 | 1.9       | Other support departments                                        |                 |
| <b>Unit II</b>  | 2         | Room & Restaurant business in maritime hospitality               | 15 hrs          |
|                 | 2.1       | Types of travelers                                               |                 |
|                 | 2.2       | Types of rooms                                                   |                 |
|                 | 2.3       | Guest handling                                                   |                 |
|                 | 2.4       | Room management                                                  |                 |
|                 | 2.5       | Types of restaurant in maritime hospitality                      |                 |
|                 | 2.6       | Restaurant operation                                             |                 |
|                 | 2.7       | Food products and its promotion                                  |                 |
|                 | 2.8       | Service program for ageing personal                              |                 |
|                 | 2.9       | Customer concern – Health & wellness & Nutritional food          |                 |
|                 | 2.10      |                                                                  |                 |
| <b>Unit III</b> | 3.1       | Features of good galley                                          | 15 hrs          |
|                 | 3.2       | Layout of galley                                                 |                 |
|                 | 3.3       | Equipment's required in galley                                   |                 |
|                 | 3.4       | Care and maintains of kitchen galley                             |                 |
|                 | 3.5       | Quantity food production & quality control                       |                 |
|                 | 3.6       | Receiving, storage and inventory control                         |                 |

## **EXAMINATION**

### **Faculty of Art (Undergraduate Programmes)**

#### **1. Scheme of Examination**

The performance of the learners shall be evaluated into two components. The learner's Performance shall be assessed by Internal Assessment with 25% marks in the first component by conducting the Semester End Examinations with 75% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations areas shown below:-

#### **2. Internal Assessment**

a) Internal Assessment–25% 25 Marks

| Sr. No. | Particulars                                                                                                                                                                                                           | Marks    |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1       | One periodical class test*                                                                                                                                                                                            | 20 Marks |
| 2       | Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities | 05 Marks |

#### **3. Semester End Examinations**

a) Semester End Examinations – 75% 75 Marks

- i) Duration–These examinations shall be of 2.5 Hours duration
- ii) Theory question paper pattern
  - There shall be five questions each of 15 marks.
  - All questions shall be compulsory with internal choice within the questions.
  - Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.

#### **4. Passing Standard**

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

## 5. Question Paper Pattern:-

### A. Question Paper Pattern for Periodical Class Test for Courses at UG Programmes.

Written Class Test (20 Marks)

|   |                                                                                     |          |
|---|-------------------------------------------------------------------------------------|----------|
| 1 | Match the Column / Fill in the Blanks / Multiple Choice Questions<br>(½ Marks each) | 05 Marks |
| 2 | Answer in One or Two Lines (Concept based Questions) (1 Mark each)                  | 05 Marks |
| 3 | Answer in Brief (Attempt Any Two of the Three) (5 Marks each)                       | 10 Marks |

B. Note : As per previous ordinance there will not be any internal examination for practical.

### C. Question Paper Pattern for Semester End Examination for Courses at UG Programmes Semester End Examination (75 Marks)

| Q | Sub Q    |                                                                                                              | Marks    |
|---|----------|--------------------------------------------------------------------------------------------------------------|----------|
| 1 | a, b, c, | Define / Terminologies / Match the Column / Fill in the Blanks<br>/ Multiple Choice Questions (1 Marks each) | 15 Marks |
| 2 |          | Attempt Any Three Questions out of the Six. (5 Marks each)                                                   | 15 Marks |
| 3 |          | Attempt Any Three Questions out of the Six. (5 Marks each)                                                   | 15 Marks |
| 4 |          | Attempt Any Three Questions out of the Six. (5 Marks each)                                                   | 15 Marks |
| 5 |          | Attempt Any Three Questions out of the Four (5 Marks each)                                                   | 15 Marks |

## 6. Performance grading:-

The performance grading of a learner shall be on the ten point ranking system as under:

| Marks         | Grade Points | Grade                   | Performance   |
|---------------|--------------|-------------------------|---------------|
| 80 & Above    | 10           | O                       | Outstanding   |
| 70 to 79.99   | 9            | A+                      | Excellent     |
| 60 to 69.99   | 8            | A                       | Very Good     |
| 55 to 59.99   | 7            | B+                      | Good          |
| 50 to 54.99   | 6            | B                       | Above Average |
| 40 to 49.99   | 5            | C                       | Average       |
| 40 to 44.99   | 4            | D                       | Pass          |
| 39.99 & below | 0            | F (Fail/Unsatisfactory) | Fail          |

The performance grading shall be based on the aggregate performance of internal assessment and semester end examination.

**7. Carry forwards of marks in case of a learner who fails in the internal assessment and/or semester end assessment in one or more subjects:**

**A) INTERNAL ASSESSMENT:**

Eligibility norms to appear for the additional class test or assignment for learners who remained absent:

- a) The learner must apply to the Head of the Institution giving the reason(s) for absence within 8 days of the conduct of the examination along with the necessary documents and testimonials.
- b) If the learner is absent for participation in Inter Collegiate events, State or National or International level events, Training camp or coaching camp organized by authorized university or state or national or international bodies, NSS / NCC Events / Camps / cultural activities / sports activities / research festival or any other activities authenticated by the head of the institution, the head of the Institution shall generally grant permission to the learner to appear for the additional class test or assignment.
- c) The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.
- d) A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination of that course. However his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- e) A learner who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that course. However his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- f) For Courses with or without practical's In case of a learner who is reappearing for the Internal Examination, the examination will consist of one project on a topic given by the concerned subject teacher of 25 marks which will be divided into 20 marks for the project work, 05marks for the presentation and 05 marks for the viva and the interaction.
- g) The Additional Class Test must be conducted 20 days prior to the commencement of the Semester End Examination after following the necessary procedure and completing the formalities.

**B) SEMESTER END EXAMINATIONS R 8438**

R.8438 - Eligibility for Admission to all the Under Graduate Programs (aided and non-aided) in the Faculties of Arts.

- a) Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (aided and non-aided) in Faculties of Arts and Commerce is amended as follows –

- i) Shall have passed Semester I, II, III and IV in full OR
  - ii) Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than Two Courses in each of Semester III and Semester IV OR
  - iii) Shall have Secured ATKT in First Year by failing in not more than Two Courses in each of Semester I and Semester II and have passed Semester III and Semester IV in full
- b) A learner shall be allowed to keep terms for Semester VI irrespective of grades obtained in each course of Semester V. The result of Semester VI shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V in full.

### **C) ADDITIONAL EXAMINATION**

#### **a) ELIGIBILITY TO APPEAR FOR ADDITIONAL SEMESTER END EXAMINATION:**

A learner who does not appear i.e. remains absent in some or all the courses on medical grounds or for representing the college / university in sports, cultural activities, activities of NSS, NCC or sports training camps conducted by recognized bodies / competent authorities or for any other reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the Institute OR fails in some or all the subjects is eligible to appear for the additional examination.

A learner who does not appear for both the Internal Assessment and Semester End Examination shall not be eligible to appear for the additional Semester End Examination. The additional Semester End Examination shall be of two and half hours duration and of 75 marks per course. The learner shall appear for the course of the Semester End Examination for which he/she was absent or has failed. Learners who are punished under O.5050 are not eligible to appear for this additional examination.

#### **b) REGULATION.8439**

(with effect from 2013-14)

Additional Examination for Semester I and Semester II be held after the conduct of Semester II Examination in March/ April every year and Additional Examination for Semester III and Semester IV be held after the conduct of Semester IV Examination in March / April every year. However, Additional Examination for Semester II and Semester IV be held after 20 days and before 40 days from the date of declaration of result of the respective Semester End Examination.

**c) GRADE IMPROVEMENT:-**

For improvement of grade in CBGS System, students of under graduate shall reappear for examination of any two semester end examination. (C UG/09/2016-17)

**d) GRACING:-**

The gracing shall be carried out as per existing ordinances of the University in force.

Grace marks for sports and NSS:- In the case of credit based grading system(CBGS) the (0.1) will be added in the final grade to the GPA. However, if the benefit is given to for passing the subjects the same may be proportionately deducted from the total grade point (0.1) shall be deducted from final grade, for every one mark given for passing the subjects.

**e) EXAMINATION FOR EX-STUDENT:-**

Learner's who are declared failed in one or more courses on account of failure at the Internal Assessment and/or Semester End Examinations or who have been allowed to keep terms for the higher class shall appear as ex-student for the Internal Assessment and/or the Semester End Examination in the failed course at the examinations held by their respective college. Examination for the ex-students will be held at least 20 days prior to the Semester End Examination of the next Semester as per the pattern of the course in the respective (failed) semester exam.

**2. Pattern of Practical Exam:-**

Note:-

- Total 60 Students. 30 students batch for each practical with sufficient staff as per guidelines shall be arranged.
- Laboratory journal has to be submitted at the end of each term for assessment

**Semester –V**

**Event Planning, Marketing and Management (Practical):-**

**Conduct of Practical (100 marks)**

- Assessment will be done as follows –

| Work Sheets | Grooming | Activity 1<br>Event<br>Planning | Activity 2<br>Event<br>Marketing | Activity 3<br>Event<br>Management | Event |
|-------------|----------|---------------------------------|----------------------------------|-----------------------------------|-------|
| 10          | 10       | 10                              | 10                               | 10                                | 50    |

**Advance Culinary Arts Indian (Practical):-**



**Scheme of Examination: (100 marks)**

- Candidate will be given a menu comprising of 5 dishes/ products.
- Indent sheet and plan of work sheet to be filled by the candidate of the menu /dishes he gets.
- He / she supposed to collect indents, prepare and present the dishes in the menu within stipulated time.
- Cleaning and securing equipments and working area is also to be done within stipulated time.
- Assessment will be done as follows –

| <b>Journal</b> | <b>Indent Sheet &amp; plan of work</b> | <b>Colour</b> | <b>Consistency / Texture</b> | <b>Taste</b> | <b>Presentation</b> | <b>Viva-voce, Personal Grooming</b> | <b>Cleaning &amp; Securing</b> |
|----------------|----------------------------------------|---------------|------------------------------|--------------|---------------------|-------------------------------------|--------------------------------|
| 10             | 10                                     | 10            | 10                           | 10           | 10                  | 20                                  | 20                             |

**Advance Pastry Arts (Practical):-****Scheme of Examination: (100 marks)**

- Candidate will be given a menu comprising of 2 dishes/ products.
- Indent sheet and plan of work sheet to be filled by the candidate of the menu / dishes he gets.
- He / she supposed to collect indents, prepare and present the dishes in the menu within stipulated time.
- Cleaning and securing equipments and working area is also to be done within stipulated time.
- Assessment will be done as follows –

| <b>Journal</b> | <b>Indent Sheet &amp; plan of work</b> | <b>Colour</b> | <b>Consistency/ Texture</b> | <b>Taste</b> | <b>Presentation</b> | <b>Viva-voce, Personal Grooming</b> | <b>Cleaning &amp; Securing</b> |
|----------------|----------------------------------------|---------------|-----------------------------|--------------|---------------------|-------------------------------------|--------------------------------|
| 10             | 10                                     | 10            | 10                          | 10           | 10                  | 20                                  | 20                             |

**Food Styling and Presentation (Practical):-****Scheme of Examination: (100 marks)**

- Candidate will be presenting a menu and will be judged for its theme and/or presentation skills.
- Indent sheet and plan of work sheet to be filled by the candidate of the dish he gets.
- He / she supposed to collect indents, prepare and present the dishes in the menu within stipulated time.
- Cleaning and securing equipments and working area is also to be done within stipulated time.
- Assessment will be done as follows –

| <b>Journal</b> | <b>Indent Sheet &amp; plan of work</b> | <b>Base / Plate</b> | <b>Food / Body</b> | <b>Garnish</b> | <b>Equipment for styling</b> | <b>Viva-voce, Personal Grooming</b> | <b>Cleaning &amp; Securing</b> |
|----------------|----------------------------------------|---------------------|--------------------|----------------|------------------------------|-------------------------------------|--------------------------------|
| 10             | 10                                     | 10                  | 10                 | 20             | 20                           | 10                                  | 10                             |

**PERSONALITY DEVELOPMENT AND EXECUTIVE SOFT SKILL****Conduct of Practical (100 marks)**

- Assessment will be done as follows –

| <b>Grooming</b> | <b>Viva</b> | <b>Group Discussion</b> | <b>Report writing</b> | <b>Presentation</b> |
|-----------------|-------------|-------------------------|-----------------------|---------------------|
| 10              | 20          | 10                      | 20                    | 40                  |
|                 |             |                         |                       |                     |

## Semester –VI

### Advance Culinary Arts Indian (Practical):-

#### Scheme of Examination: (100 marks)

- Candidate will be given a menu comprising of 5 dishes/ products.
- Indent sheet and plan of work sheet to be filled by the candidate of the menu /dishes he gets.
- He / she supposed to collect indents, prepare and present the dishes in the menu within stipulated time.
- Cleaning and securing equipments and working area is also to be done within stipulated time.
- Assessment will be done as follows –

| Journal | Indent Sheet<br>& plan of<br>work | Colour | Consistency | Taste | Texture | Viva-voce,<br>Personal<br>Grooming | Cleaning<br>&<br>Securing |
|---------|-----------------------------------|--------|-------------|-------|---------|------------------------------------|---------------------------|
| 10      | 10                                | 10     | 10          | 10    | 10      | 20                                 | 20                        |

### Advance Culinary Arts International (Practical):-

#### Scheme of Examination: (100 marks)

- Candidate will be given a menu comprising of 5 dishes/ products.
- Indent sheet and plan of work sheet to be filled by the candidate of the menu /dishes he gets.
- He / she supposed to collect indents, prepare and present the dishes in the menu within stipulated time.
- Cleaning and securing equipments and working area is also to be done within stipulated time.
- Assessment will be done as follows –

| Journal | Indent Sheet<br>& plan of<br>work | Colour | Consistency | Taste | Texture | Viva-voce,<br>Personal<br>Grooming | Cleaning<br>&<br>Securing |
|---------|-----------------------------------|--------|-------------|-------|---------|------------------------------------|---------------------------|
| 10      | 10                                | 10     | 10          | 10    | 10      | 20                                 | 20                        |

**Chocolatier (Practical):-****Scheme of Examination: (100 marks)**

- Candidate will be preparing a chocolate work.
- Indent sheet and plan of work sheet to be filled by the candidate for the product.
- He / she supposed to collect indents, prepare and present the dishes in the menu within stipulated time.
- Cleaning and securing equipments and working area is also to be done within stipulated time.
- Assessment will be done as follows –

| <b>Journal/<br/>Assignments</b> | <b>Indent Sheet<br/>&amp; plan of<br/>work</b> | <b>Finishing</b> | <b>Colour/<br/>sheen</b> | <b>Tempering/<br/>consistency</b> | <b>Viva-voce,<br/>Personal<br/>Grooming</b> | <b>Cleaning<br/>&amp;<br/>Securing</b> |
|---------------------------------|------------------------------------------------|------------------|--------------------------|-----------------------------------|---------------------------------------------|----------------------------------------|
| 10                              | 20                                             | 10               | 10                       | 10                                | 20                                          | 20                                     |

**Project Research (Culinary Arts):- 100 marks****Marks Guideliness Assessment 1 (Internal Examiners Assessment)**

The topic chosen for dissertation / project / research article is worth 80% of the total marks for this module. The marks allocation below will be used as guide only. Overall presentation / structure including evidences of collaboration, teamwork and partners cohesion.

|                                                            |                 |
|------------------------------------------------------------|-----------------|
| What is purpose of study/ Objective                        | 10% Approximate |
| How will you evaluate the quality of the literature review | 10% Approximate |
| What is the research question (topic)                      | 10% Approximate |
| Describe the research design                               | 10% Approximate |
| Collection of data                                         | 10% Approximate |
| Tabulation of data/ Data analysis                          | 10% Approximate |
| What conclusion did the research make                      | 20% Approximate |
| Result and recommendation                                  | 20% Approximate |

| <b>Objective and<br/>Research Design</b> | <b>Literature review<br/>and Quality Of<br/>Questionnaire</b> | <b>Quality of data<br/>collection and<br/>Data analysis</b> | <b>Conclusio<br/>n</b> | <b>Result<br/>and<br/>recommendation</b> |
|------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------|------------------------|------------------------------------------|
| 5                                        | 5                                                             | 5                                                           | 5                      | 5                                        |

## **Marks Guidelines Assessment 2 ( External Examiners Assessment)**

The presentation part is worth 20% of the total marks

|                                                                                                                                             |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Overall presentation and professionalization of report including<br>Evidence of collaboration teamwork, preparation and partner's cohesion. | 30% Approximate |
| Defense and use of primary and secondary data                                                                                               | 30% Approximate |
| Ability to convey the opportunity in tabulating the data                                                                                    | 20% Approximate |
| Demonstrating an understanding of research methods and method lines                                                                         | 20% Approximate |

### **Assessment 2:**

On the basis of the written work the students are required to give a 20 minute presentation. The presentation should give a clear indication of the student research; the students may use PPTs and videos to facilitate their presentation. The students are allowed to make this assignment in pairs.

| <b>Presentation</b> | <b>Intellectual Input</b> | <b>Added Research for<br/>Betterment</b> | <b>Research Design</b> |
|---------------------|---------------------------|------------------------------------------|------------------------|
| <b>25</b>           | <b>25</b>                 | <b>10</b>                                | <b>15</b>              |

**\*Please note** that if you or your partner has issues or problems in regard to working together this should be brought to the attention of the teaching team within 3<sup>rd</sup> week from the start of your module. Identifying this problem before the submission of presentation after that will not be accepted.

\*Extensions are only granted for extenuating circumstances that are beyond a student's control. In general, though not exclusively, extenuating circumstances will be of a medical or personal nature affecting the students for a period of time and/ or during assessment. Examples include, but are not limited to, a serious illness, accident or bereavement. Independent documented evidence is required in advance of the exam/submission date.

### **Experimental and Innovative Cuisine:-**

#### **Scheme of Examination: (100 marks)**

- Candidate will be given a menu/product as decided by principal and subject faculty.
- Indent sheet and plan of work sheet to be filled by the candidate of the menu / dishes he gets.
- He / she supposed to collect indents, prepare and present the dishes in the menu within stipulated time.
- Cleaning and securing equipments and working area is also to be done within stipulated time.
- Assessment will be done as follows –

| <b>Journal / Assignments</b> | <b>Indent Sheet &amp; plan of work</b> | <b>Appearance</b> | <b>Selection of ingredient, equipment and cooking method</b> | <b>Texture / consistency</b> | <b>Taste</b> | <b>Degree of innovation</b> | <b>Viva-voce, Personal Grooming</b> | <b>Cleaning &amp; Securing</b> | <b>Finishing / Presentation</b> |
|------------------------------|----------------------------------------|-------------------|--------------------------------------------------------------|------------------------------|--------------|-----------------------------|-------------------------------------|--------------------------------|---------------------------------|
| 10                           | 10                                     | 10                | 10                                                           | 10                           | 10           | 10                          | 10                                  | 10                             | 10                              |

#### **4. List of Suggested Reading:-B.A In Culinary Arts**

#### **REFERENCE BOOKS**

#### **EVENT PLANNING, MARKETING AND MANAGEMENT**

- 1.Bowdin,Glenn & McDonnell, (1999), *Events Management*, Ian Elserier, Amsterdam
- 2.McDonnell Ian & Allan Johnny, (1999), *Festival and Special Event Management*, John Wiley & sons, New York
- 3.Tarlow Peter, (2002), *Event Risk Management and Safety*, John Wiley & Sons,New York
- 4.Otoole,William & Mikolaitis,Phyllis, (2002), *Corporate Event Project Management*, John Wiley & Sons, New York.
- 5.Lemaire Clndy & Walkar Mardi, (2006), *Start & Run an Event Planning Business*, Jaico Publishing House, Mumbai
- 6.Conway Des, (2004), *The Event Manager's Bible*, How to Books, UK.
- 7.Goldblatt Joe, (1997), *Special Events*, John Wiley & Sons, New York
- 8.Event Management, Singh, Sita Ram, APH Pub.
- 9.Event planning : the ultimate guide, Allen, Judy, John Wiley

#### **ADVANCED CULINARY ARTS**

1. Practical Encyclopedia of Asian Cooking, Morris, Sallie, Hermes House
2. Best Ever Book of Italian Cooking, Rossi, Gabriella, Hermes House
3. Chinese Kitchen, Hsivng, Deh ta, Craft Print
4. Culinaria Russia : Ukraine - Georgia - Armenia – Azerbaijan, Trutter, Maion ed.,

- H. F. Ullman
5. Culinaria southeast asia: a journey through singapore, Malaysia and Indonesia, Mowe, Rosalind ed. H. F. Ullman
  6. Culinaria Italy : cuisine, country, culture, Piras , Claudia, H. F. Ullman
  7. Culinaria France : cuisine, country, culture, Domine, Andre, H. F. Ullman
  8. Culinaria Spain: cuisine, country, culture, Trutter, Marion, H. F. Ullman
  9. Culinaria China, Schlotter, Katrin, H. F. Ullman
  10. Culinaria Greece, Milona, Marianthi, Konemann Pub.
  11. Culinaria Hungary, Gergely, Aniko, H. F. Ullman
  12. Culinaria Russia, Trutter, Marion, H. F. Ullman
  13. Advance Professional Cooking – Wayne Gisslen
  14. Advance Culinary Foundation - Wayne Gisslen

### **ADVANCED FOOD PRODUCTION**

1. Larousse On Cooking – John Wiley
2. Professional Chef – CIA - CIA
3. Professional Cooking – Gisselen Wayne
4. Professional Chef – Hunter, Gary – Cengage
5. Easy Indian Snacks Starters - Manju Malhi
6. Street Food of India - Sephi Bergerson
7. Vegan Richa's Indian Kitchen: Traditional and Creative - Richa Hingle
8. Indian Confectionary – Ashok Kumar

### **FOOD LEGISLATION**

1. Food Safety and Standards Act, Rules & Regulations - Akalank Kumar Jain
2. Law of Food Safety and Standards Act, 2006 Alongwith Rules, Regulations & Allied Laws - L.Bhargava (Advocate)
3. Food Laws And Regulation – Kiron Prabhakar

### **FOOD STYLING & PRESENTATION**

1. Focus on Food Photography for Bloggers, Arnednrariz, Matt, Focal Press
2. Food Media, Rousseau, Signe, Bloomsbury
3. Food Photography & Lighting, Campbell, Teri, New Riders
4. Food Styling & Photography, Whitfield, Alison Park, John Wiley & Sons
5. Food Styling, Custer, Delores, John Wiley & Sons
6. More Digital Food Photography, Cengage Learning
7. Food Styling for Photographers, Belingham, Linda, Focal Press

### **BUSINESS COMMUNICATION**

1. Business Communication – Meenakshi Raman & Prakash Singh
2. Business Correspondence & Report Writing – R. K. Sharma & Krishna Mohan.  
Business Communication – Chaturvedi

3. High School English – Wren & Martin
4. Understanding Human Communication – Ronald B Adler & George Rodman (Oxford University Press)
5. Skills Development for Business & Management Students – Kevin Gallagher (Oxford University Press)
6. Personality & Skills Development – Barun Mitra (Oxford University Press) Technical Communication – 2<sup>nd</sup> Edition - Meenakshi Raman
7. Corporate Communication – Jaishri Jethwaney
8. Understanding Human Communication - Ronald B Adler & George Rodman (Oxford University Press)

### **COMMUNICATION SKILLS**

1. E. J. Neather – Mastering of French I & II – Macmillan – 1982
2. Bridge Anfossy – Speak French Today – Augo – 1991
3. Diez la Cortina – Cortina’s French Method – Grosset & Dunlop – 1988
4. Mathuram Bondo – Modern French Course – D. C. Heath & Co. 1983
5. Course de langue et civilisation Franchises – G. Mauger
6. Oxford French Dictionary
7. Basic Businee Communicatin, Kumar, Raj, Excel Books
8. Develop Your Presentation Skills, Theobald, Theo, Kogan Page
9. Business Communication, Raman, Meenakshi, Oxford Pub.
10. Business Communication Today, Bovee, Courtland L., Pearson Eucation.
11. Communication Skills, Sen, Leena, PHI

### **INDIAN ETHNIC CUISINES**

1. Theory of Catering – Kinston Ceserani
2. The Art & Science of Culinary Preparation – Gerald W. Chesser
3. Herrings Dictionary of Classical and Modern Cookery – WsALTER Bickel (Shroff Publishers)
4. Practical Cookery – John Campbell, David Foskett, Neil Rippington, Patricia Paskins
5. A Culinary Tour of India, Singh, Yogesh, IK International
6. History of Indian Cuisine Vol 1 & Vol 2, Shirke, Gajanan, Shroff Pub.
7. Art of Indian cuisine, Mohan, Rocky, Roli Books
8. Marvels of Indian Cuisine, Shankaran, Meena, Shroff Publishers
9. Classic Indian Recipe Book, Husain, Shehzad, Anness Publishing
10. Prasad: Cooking with Indian Masters, Kalra, J Inder Singh, Allied Publishers
- 11.

### **INTERNATIONAL ETHNIC CUISINES**

1. Practical Encyclopedia of Asian Cooking, Morris, Sallie, Hermes House
2. Best Ever Book of Italian Cooking, Rossi, Gabriella, Hermes House



3. Chinese Kitchen, Hsivng, Deh ta, Craft Print
4. Culinaria Russia : Ukraine - Georgia - Armenia – Azerbaijan, Trutter, Maion ed., H. F. Ullman
5. Culinaria southeast asia: a journey through singapore, Malaysia and Indonesia, Mowe, Rosalind ed. H. F. Ullman
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7. Culinaria France : cuisine, country, culture, Domine, Andre, H. F. Ullman
8. Culinaria Spain: cuisine, country, culture, Trutter, Marion, H. F. Ullman
9. Culinaria China, Schlotter, Katrin, H. F. Ullman
10. Culinaria Greece, Milona, Marianthi, Konemann Pub.
11. Culinaria Hungary, Gergely, Aniko, H. F. Ullman
12. Culinaria Russia, Trutter, Marion, H. F. Ullman

### **PRINCIPLES OF MANAGEMENT**

1. Practice of management – Druker
2. Organization and Management – Fremont Ekost and James posenzuerg
3. Essential of Management, Koontz, Harold, TMH
4. Personnel Management and Industrial Relations, Davar, R.S., Vikas Pub.
5. Personnel Management Text and Cases, Mamoria, C.B.; Rao, V.S.P., Himalaya

### **HOTEL SAFETY, SECURITY & ENGEERING**

1. Tourism security and safety – Yoel Mansfield and Abraham pizam
2. Hand book of engineering – john e willam
3. Hotel Engineering Management, Shirke, Gajanan, Shroff Pub.
4. Hotel Engineering, Thakur, Richa, Rajat Publication
5. Management of Hotel Engineering, Metti, M.C., Anmol Publication
6. Hotel engineering, Ghoshal, Sujit, Oxford Pub.

### **SERVICES MARKETING**

1. Marketing Of Hospitality and tourism services – prasanna Kumar
2. Marketing Of Hospitality and tourism services – Lazer William
3. Strategic Management and competitive advantages – Barney Hesterly
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