

# **Study Scheme & Syllabus of B. Voc. (Hospitality & Catering Management)**

## **Batch 2025 onwards**



**By**

**Department of Academics**

## **IKG Punjab Technical University**

## Semester 1<sup>st</sup>

| Course code        | Course Title                                           | Load Allocation |    | Marks Distribution |          | Total | Credits |
|--------------------|--------------------------------------------------------|-----------------|----|--------------------|----------|-------|---------|
|                    |                                                        | L               | P  | Internal           | External |       |         |
| <b>BVHCM101-19</b> | Introduction to Hospitality Industry                   | 4               | 0  | 40                 | 60       | 100   | 4       |
| <b>BVHCM102-19</b> | Food Safety & Quality                                  | 4               | 0  | 40                 | 60       | 100   | 4       |
| <b>BVHCM103-19</b> | Commodities                                            | 4               | 0  | 40                 | 60       | 100   | 4       |
| <b>BVHCM104-19</b> | Fundamentals of Food Production                        | 2               | 0  | 40                 | 60       | 100   | 2       |
| <b>BVHCM105-19</b> | Fundamentals of Food & Beverage Services               | 2               | 0  | 40                 | 60       | 100   | 2       |
| <b>BVHCM106-19</b> | Business Communication- 1                              | 2               | 0  | 40                 | 60       | 100   | 2       |
| <b>BVHCM107-19</b> | Fundamentals of Food Production (Lab)                  | 0               | 4  | 60                 | 40       | 100   | 2       |
| <b>BVHCM108-19</b> | Fundamentals of Food & Beverage services (Lab)         | 0               | 4  | 60                 | 40       | 100   | 2       |
| <b>BVHCM109-19</b> | Business Communication -1(Lab)                         | 0               | 4  | 60                 | 40       | 100   | 2       |
| <b>BVHCM110-19</b> | <b>On Job Training Report</b><br><b>Commis/Steward</b> | 180 HRS         |    |                    | 200      | 200   | 6       |
| Total              |                                                        | 18              | 12 | 420                | 680      | 1100  | 30      |

**\*The qualification packs may vary from institute to institute.**

**Semester 2<sup>nd</sup>**

| Course code        | Course Title                              | Load Allocation |          | Marks Distribution |            | Total      | Credits  |
|--------------------|-------------------------------------------|-----------------|----------|--------------------|------------|------------|----------|
|                    |                                           | L               | P        | Internal           | External   |            |          |
| <b>BVHCM201-19</b> | Basics of Management                      | <b>4</b>        | <b>0</b> | <b>40</b>          | <b>60</b>  | <b>100</b> | <b>4</b> |
| <b>BVHCM202-19</b> | Computer Application                      | <b>4</b>        | <b>0</b> | <b>40</b>          | <b>60</b>  | <b>100</b> | <b>4</b> |
| <b>BVHC203-19</b>  | Business Communication -II                | <b>4</b>        | <b>0</b> | <b>40</b>          | <b>60</b>  | <b>100</b> | <b>4</b> |
| <b>BVHCM204-19</b> | Food Production operations                | <b>2</b>        | <b>0</b> | <b>40</b>          | <b>60</b>  | <b>100</b> | <b>2</b> |
| <b>BVHCM205-19</b> | Food & Beverage Services operations       | <b>2</b>        | <b>0</b> | <b>40</b>          | <b>60</b>  | <b>100</b> | <b>2</b> |
| <b>BVHCM206-19</b> | Food Production Operations( Lab)          | <b>0</b>        | <b>4</b> | <b>60</b>          | <b>40</b>  | <b>100</b> | <b>2</b> |
| <b>BVHCM207-19</b> | Food & Beverage Services operations (Lab) | <b>0</b>        | <b>4</b> | <b>60</b>          | <b>40</b>  | <b>100</b> | <b>2</b> |
| EMC-101-25         | Entrepreneurship Setup and Launch         | 0               | 4        | 60                 | 40         | 100        | 2        |
| <b>BVHCM208-19</b> | On job training                           | <b>30 Days</b>  |          |                    | <b>200</b> | <b>200</b> | <b>8</b> |
| Total              |                                           | 16              | 8        | 320                | 580        | 900        | 30       |

**Semester 3<sup>rd</sup>**

| Course code | Course Title                              |                 |    | Load Allocation |   |    | Marks Distribution |          | Total | Credits |
|-------------|-------------------------------------------|-----------------|----|-----------------|---|----|--------------------|----------|-------|---------|
|             |                                           |                 |    | L               | T | P  | Internal           | External |       |         |
| BVHCM301-19 | Introduction to Beverages                 | theory          | sc | 3               | 1 | 4  | 40                 | 60       | 100   | 4       |
| BVHCM302-19 | Introduction to Beverages                 | practical / lab | sc | 0               | 0 | 4  | 60                 | 40       | 100   | 2       |
| BVHCM303-19 | Food & Beverage Service - III             | theory          | sc | 3               | 1 | 0  | 40                 | 60       | 100   | 4       |
| BVHCM304-19 | Food & Beverage Service (LAB) - III       | practical / lab | sc | 0               | 0 | 4  | 60                 | 40       | 100   | 2       |
| BVHCM305-19 | Health, Hygiene and Medical Protocols     | theory          | sc | 3               | 1 | 0  | 40                 | 60       | 100   | 4       |
| BVHCM306-19 | Health, Hygiene and Medical Protocols-LAB | practical / lab | sc | 0               | 0 | 4  | 60                 | 40       | 100   | 2       |
| BVHCM307-19 | Food and beverage controls                | theory          | sc | 3               | 1 | 0  | 40                 | 60       | 100   | 4       |
| BVHCM308-19 | Hotel Accountancy                         | practical / lab | sc | 0               | 0 | 4  | 60                 | 40       | 100   | 2       |
| BVHCM309-19 | Event Management                          | theory          | gc | 4               | 0 | 0  | 40                 | 60       | 100   | 4       |
| EMC-102-25  | Entrepreneurship<br>(Marketing Basics)    | Practical       | sc | 0               | 0 | 4  | 60                 | 40       | 100   | 2       |
| BMPD 302-18 | Mentoring and professional development    | theory          | gc | 1               | 0 | 0  | 25                 | 0        | 25    | 1       |
|             | TOTAL                                     |                 |    | 21              |   | 16 | 445                | 480      | 925   | 30      |

Semester I

# **Introduction to Hospitality Industry (BVHCM-101)**

## **Unit 1: Hospitality Industry – Profile**

Meaning & definition, Historical evolution & development, Hospitality as an industry, Inter relation with tourism industry and its sectors, Contribution to Indian and global economy

## **Unit 2: Hospitality Products & Services**

- Hospitality accommodation- the various types Structured and non-structured accommodations- Hotels, Resorts, Condominiums, Guest Houses, Bread and Breakfast outlets etc.,
  - Food & Beverage facilities- Structured and Non structured,
  - Ancillary services- Spa, Health Club, Recreational facilities, Shopping Arcades etc.
  - Support services-Transport, Guides, Travel desk, Banking, Insurance etc.
- Hospitality and Tourism Organizations- WTO, FHRAI, IH&RA, IATA, PATA, DOT, etc.

## **Unit 3: Hospitality Distribution Channels**

- Meaning & definition, Functions & levels of distribution channels,
- Major hospitality distribution channels – Travel agents, Tour operators, Consortia and reservation system, Global Distribution System (GDS), Internet.

## **Unit 4: Current Scenario**

- Major players in the industry –5 in India and 5 worldwide,
  - Present trends in industry,
  - Emerging markets,
- Impact of international and national events, Latest technology in Industry.

## **Unit 5: Types of Ownership and Hotel Classification:**

- Various forms of ownership- Franchise, Chain Concept, Time Share, Management Contract
- Classification of Hotels: Norms and Standards, Procedure, Classification/ Types
- Classifying bodies.

### **Suggestive Reading:**

- Andrew, S., Tourism and Hospitality Industry, Tata McGraw-Hill, New Delhi-2009
- Rodaysumetra, Tourism Operation Management, Oxford University Press, New Delhi, Latest Edition.
- Bansal, Lalit K., Tourism and hospitality industry, Neha, Delhi, 2012.
- Kaul, Virender, Tourism planning: an introduction, Shri Sai Printo-Graphers, Delhi, 2007
- Bagri, S.C., Introduction to Hospitality Industry, IHC, Aman Pub. Delhi, 2008.

# **Food Safety & Quality (BVHCM-102)**

## **Unit 1: Basic Introduction**

- Food safety
- Food hazards
- Contaminants and food hygiene

## **Unit 2: Micro Organisms in Food**

- General characteristics of micro-organisms based on their occurrence and structure
- Factors affecting their growth in food
- Common food borne microorganisms

## **Unit 3: Food Spoilage and Food Borne Diseases**

- Types and causes of food spoilage
- Sources of contamination
- Spoilage of different products
- Infections and intoxications
- Common diseases caused by food pathogens preventive measures

## **Unit 4: Food Preservation and Food Additives**

- Basic principles of food preservation
- Methods of food preservation
- Types of food additives

## **Unit 5: Food Contaminants & Adulterants**

- Introduction to food standards
- Types of food contaminants
- Common adulterants in food

## **Unit 6: Food Laws and Quality Assurance**

- National PFA Essential Commodities Act
- ISO, WTO and consumer protection act
- Concept of TQM
- Relevance of microbiological standards for food safety
- HACCP
- Principles of food hygiene

**Suggestive Reading:**

- Roday,S. -Food Hygiene and sanitation- Tata McGraw hill, New Delhi 2008
- Parmar, Madhulika Block, Food Safety and Preservation, Prints New Delhi 2014
- Bharatiya, C.R., Managing Food & Quality, Surendra Pub., Hyderabad, 2010
- Chakarborty, Amrita -Pesticides in food, Icfai Books, Hyderabad, 2010

# **Commodities (BVHCM-103)**

## **Unit 1: Beverages**

- Tea, Coffee and Cocoa: definition, classification and functions.

## **Unit2: Milk and Milk Products**

Milk, Cream, Butter and Cheese: Types, purchasing, storing procedures and uses.

## **Unit 3: Classification of Raw Materials**

- Fats and oils, raising agents, eggs, salts, liquids, sweeteners and sugar, thickening agent  
Spices and condiments, flavoring and coloring agents.

## **Unit 4: Staples**

- Cereals: Wheat and Rice: Types,
- Millets, Barley, Maize, Oat, Semolina, Rye etc. storage of cereals.

### **Pulses: Introduction and Uses**

- Chickpeas, Bengal grams, Black-eyed peas, Black gram, Flageolets, Haricot beans, Red-lentils, Green-peas, Fava- beans, Kidney -beans and Soya beans.

## **Unit 5: Preparatory Sauces and vinegar:**

- Worcester sauce, Tabasco, Hoi-sin sauce, Soy sauce, Tomato ketchup, Steak sauce, Oyster sauce, Chili sauce,
- Fruit vinegar, White vinegar, Balsamic, Malt vinegar, Red & white wine vinegar, Cider vinegar,

### **Canned, Bottled and Preserved foods:**

- Olives, Capers, Caper-berries, Cocktail fruits, Tomato puree, Tomato paste, Tomato pulp, Canned fishes, Jam, Jellies, Syrups, Pickles, Preserved berries etc.

## **Suggestive Reading:**

- Bali. Parvinder S, Food Production Operations, Oxford University Press, 2nd Edition, 2014.
- Negi. Jagmohan, Kanishka, Food & Beverages: Management and Cost Control, 1st Edition, 2007.
- Bali Parvinder S, Oxford University Press, Quality Food Production Operations and Indian Cuisine, 1st Edition, 2011.
- Arora, Krishna- Theory of Cookery, Frank Bros., New Delhi 2009

# **Fundamentals of Food Production (BVHCM-104)**

## **Unit 1: Introduction to Cookery**

- Origin of Cookery
- Aims and Course Objectives of Cooking
- Identification of Equipment, their Uses, Cleaning Process
- Setting up of Work Station (Opening and Closing)
- FIFO & LIFO Methods
- Receiving and Storing Raw Material as well as Dry Store

## **Unit 2: Kitchen Communication Standards of Etiquette**

- Techniques Used in Pre-Preparation
- Techniques Used in Preparation
- Forms and Formats Used in Kitchen
- Communication Systems in an Organization
- Reporting Structure and Smooth Work Flow Procedure
- IPR Policies
- Meeting and Greeting Customers
- Attitude and Behavior of Staff

## **Unit 3: Safety & Hygiene**

- Personal Hygiene
- Uniform and Protective Clothing
- Safety and Security Procedures in Kitchen
- Hygiene - Kitchen Etiquettes,
- Practices in Knife Handling

## **Unit 4: Hierarchy and Layout of the Kitchen Department**

- Classical and Modern Kitchen Brigade
- Organizational Structure of a Kitchen Department
- Duties and Responsibilities of Kitchen Staff
- Layout of Main Kitchen
- Layout of the Commissary and Grade Manager
- Awareness of Staff Facilities and HR Policy (Rights, Safety, & Transportation)

## **Unit 5: Methods of Cooking Food**

- Boiling

- Poaching Blanching
- Steaming
- Stewing
- Braising
- Roasting
- Grilling
- Sautéing
- Frying
- Baking
- Microwave Cooking

## **Unit 6: Equipment's and Fuels Used in Kitchen**

- Capital Equipment's
- Operational Equipment and their and Temperature
- Pre-preparation Equipment's, Preparation equipment's & Storage equipment's
- Types of Fuels: Electricity, Liquid fuels, Gaseous and Solid Fuels, Advantages and Disadvantages

## **PRACTICAL (BVHCM 107)**

- Equipment's Identification
- Description with Uses & Handling
- Hygiene - Kitchen Etiquettes, Practices & Knife Handling
- Safety and Security in Kitchen
- Practice of Pre-Preparation Techniques
- Vegetables Classification
- Type of Cuts - julienne, jardinière, macedoines, brunoise, paysane, mignonnette, dices, cubes, shred, mirepoix
- Preparation of Salad Dressings
- Identification and Selection of Ingredients - Qualitative and Quantitative Measures
- Basic Cooking methods and Pre- preparations
- Blanching of Tomatoes and Capsicum
- Preparation of Concasse
- Boiling (Potatoes, Beans, Cauliflower, etc.)
- Frying - (deep frying, shallow frying, sautéing)
- Braising - Onions, Leeks, Cabbage
- Starch Soaking (Rice, Pasta, Potatoes)
- Stocks - Types of Stocks (White and Brown stock)
- Fish stock
- Fungi stock
- Sauces - Basic Mother Sauces (Béchamel, Espagnole, Veloute, Hollandaise, Mayonnaise, Tomato Sauce)
- Egg Cookery - Boiled (Soft & Hard)
- Egg Cookery – Fried (Sunny side up, Single fried, Bull's Eye, Double Fried)
- Egg Cookery – Poaches
- Egg Cookery - Scrambled Omelette (Plain, Stuffed, Spanish)
- Egg Benedicta
- Salad Preparation
- Coleslaw (Potato Salad, Beetroot Salad, Green Salad, Fruit Salad, Lentil Salad)

### **Suggestive Reading:**

- Arora, Krishna - Theory of Cookery-, Frank Bros., New Delhi 2009
- Philip, Thangam E- Modern Cookery, 5th edition, Anna Salai, Chennai 2009
- Bali, Parvinder: Quantity Food Production Operations and Indian Cuisine- S., oxford, London 2013
- Aggarwal, D.K., Kitchen Equipment & Design, Aman Publications, New Delhi, 2006.
- Vikas Singh, Text Book Of food Production (BTK), Aman Pub., N. Delhi, 2011.

# **Fundamentals of Food & Beverage Service (BVHCM-105)**

## **Unit 1: The Hotel and Catering Industry**

Introduction to the Hotel Industry and Growth of the hotel industry in India; Role of Catering establishment in the tourism industry; Types of F&B Operations; Classification of Commercial, Residential /Non-residential Catering; Welfare Catering- Industrial/ Institutional/ Transport.

## **Unit 2: Departmental Organization and Staffing**

Organization of Food and Beverage department; Duties & Responsibilities of various F&B Service staff; Uniform & Grooming Standards; Attributes of Food and Beverage Staff; Inter departmental coordination.

## **Unit 3: Food and Beverage Outlets**

Specialty Restaurants; Coffee Shop; Cafeteria; Grill Room; Banquets; Bar; Vending Machines; Discotheque; Fast Food (Quick Service Restaurant).

## **Unit 4: Ancillary Departments**

Introduction; Pantry; Food pick-up area; Store; Linen Room; Kitchen Stewarding.

## **Unit 5: Food and Beverage Service Equipment**

Familiarization & Selection factors of:

- Cutlery
- Crockery
- Glassware
- Flatware
- Hollowware
- Dummy Waiter/ Side Board

## **Practical (BVHCM 108)**

- Understanding Personal Hygiene & Food Service Hygiene
- Grooming standards required for a F&B Professional (Male/ Female)
- Understanding Food Service Outlets.
- Familiarization with Food Service equipment and tools
- Acquaintance with various Fire Safety Equipment's, Fixtures, Manuals used in hotel
- Handling Fire and Emergency Procedures
- Familiarization & Identification of Crockery, Cutlery, Hollowware, Flatware and Tableware in F&B Outlets
- Understanding Service Methods, setting up of Side Station, Table Layouts, Napkin Folding and Presenting Menus

### **Suggested Reading**

- Singaravelavan, R. (2016). *Food and Beverage Service*. New Delhi: Oxford University Press.
- Dennis R. Lillicrap & John A. Cousine (2006). *Food and Beverage Service*. ELBS.
- Andrews, Sudhir (2013). *Food & Beverage Service Training Manual*. Tata McGraw Hill.
- Dhawan, Vijay (2008). *Food & Beverage Service*. Frank Brothers & Company Pvt Ltd.

# **Business Communication- 1 (BVHCM-106)**

## **Unit 1: Business Communication**

Need; Purpose; Nature; Models; Barriers to communication; Overcoming the barriers.

## **Unit 2: Listening Skills**

Definition; Levels and types of listening; Listening barriers; Guidelines for effective listening; Listening computerization and note taking.

## **Unit 3: Effective Speaking**

Polite and effective enquiries and responses; Addressing a group; Essential qualities of a good speaker; Audience analysis; Defining the purpose of a speech, organizing the ideas and delivering the speech.

## **Unit 4: Non-Verbal Communication**

Definition and Importance; Kinesics: Body movements, facial expressions, posture, eye contact etc.; Proxemics: The communication use of space; Para language: Vocal behaviour and its impact on verbal communication; Communicative use of artefacts– furniture, plants, colors,

## **Unit 5: Telephone Handling**

The nature of telephone activity in the hotel industry; The need for developing telephone skills; Developing telephone skills.

## Practical (BVHCM 109)

Taking notes, practice of addressing groups, practice of delivering speech, how to use Kinesics, practice of telephone handling, how to communicate on phone, role plays

### **Suggestive Reading:**

- Mitra, Barun K- Personality Development and Soft Skills, Oxford university press, New Delhi 2015
- Raman, Meenakshi -Business Communication 2nd edition Oxford university press, New Delhi 2015
- Karan Pal-Business Management & Organizational Behaviour, I.K. International, N. Delhi 2011
- Onkar, R.M.-Personality Development & Career Management, S.Chand& Company, New Delhi 2011
- Mukerjee, Hory Sankar - Business Communication: connecting at work-, Oxford university press, New Delhi 2014

# **Semester II**

## **BASICS OF MANAGEMENT (BVHCM 201)**

### **Unit I**

Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management.

### **Unit II**

Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, process of decision making, limitations.

### **Unit -III**

Organizing- meaning process of organizing, levels of organizing, span of management, forms - line, functional, line & Staff and Committee form of organizations. Delegation of Authority, Decentralization & Centralization.

### **Unit -IV**

Motivation and theories of motivation, Leadership traits and styles.

Communication process and barriers, Controlling process, techniques and , feedback

### **References**

- V-Eannlce& Harold Koontz (2010): Management: A Global and Entrepreneurial Perspective. Tata McGraw -Hill, New Delhi.
- Ghuman, Karminder& K. Aswathappa (2012): Management: Concept, Practice &Case, Tata McGraw -Hill, New Delhi.
- Kase, F. L. and Rasonu, J.E. (2000), Organization and Management -A System And Contingency Approach, McGraw Hill Book Company, New York'.
- Chandra Bose (2010). Principles of Management & Administration, Prentice Hall of India
- Koontz & Wrihrich (2005). Essential of Management Tata Mc Graw – Hill Publishing Co.

Ltd.

## **COMPUTER APPLICATIONS (BVHCM 202)**

### **Unit No. 1: MS Word**

- Create a project report for starting a new interior design company using MS Word

### **Unit No. 2: MS Excel**

- Perform Calculations and create relevant charts and insert in the project report created.

### **Unit No. 3: MS PowerPoint**

- Prepare a PowerPoint presentation based on the project report.

### **Unit No. 4: Internet**

- Browse various interior design company websites, create an E-mail ID.

### **Suggested Readings:**

1. Arora, Ashok & Bansal, Shefali. (2000). Computer Fundamentals. New Delhi: Excel Books.
2. Chauhan, S, Saxena, A, & Gupta, K (2006). Fundamentals of Computer. NP: Laxmi Publications
3. Sinha, Pradeep Kumar & Sinha, Priti. (2007). Computer Fundamentals. New Delhi: BPB Publication.
4. Stallings, William. (2007). Computer Networking with Internet Protocols and Technology. Delhi: Pearson Education.
5. Narang, R (2011). Database management systems.
6. Ramakrishnan, R & Gehrke, J (2002). Database Management Systems. ND: McGraw-Hill
7. Leon, Alexis & Leon, Mathews. (2006). Fundamentals of Database Management Systems. Chennai: Vijan Nicole.
8. Kumar, P. S. G. (2004). Information and Communication. Delhi: B. R. Publication.
9. Prasher, R. G. (2003). Information and its Communication. Ludhiana: Medallion Press
- Crumlish, Christian. (2007). the ABCs of the Internet. New Delhi: BPB Publications. **Unit I**

## **Business Communication-II (BVHCM 203)**

### **Personality Enrichment**

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening

### **Unit II**

#### **Etiquettes & Manners**

Social & Business Dining Etiquettes, Social & Travel Etiquettes

### **Unit III**

#### **Personality Development Strategies**

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

### **Unit IV**

#### **Interpersonal Skills**

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc. at work place

### **Unit V**

#### **Group Discussion**

Team Behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

### **Unit VI**

#### **Telephone conversation**

Introduction, Objectives, Job Description of front office cashier, Hotel Credit

### **Unit VII**

#### **Presentation**

Presentation skills, seminar's skills role – play

## **Unit VIII**

### **Electronic Communication Techniques**

E mail, Fax, Answering Internal Phones

#### **Main text**

- Sinha Ashok k (2017). Dimensional Personality Development. New Delhi: Galgatia Publishing Company

#### **Reference books**

- Chhabra, Sandhya. (2012). Personality Development and Communication Skills. Sunindia
10. Thill, John. (2006). Business Communication Essentials. Pearson

# **FOOD PRODUCTION OPERATIONS**

## **BVHCM204-19**

### **Unit-I: Stocks and Soups**

- Stocks and its classification
- Uses of stocks
- Preparation of a good stock
- Introduction and classification of soups
- Making of a good soup

### **Unit-II: Sauces and Gravies**

- Difference between Sauce and gravy
- Mother Sauces and Derivatives of mother sauces
- Contemporary & Proprietary Sauces
- Gravies

### **Unit-III: Meat Cookery**

- Introduction to meat cookery
- Cuts of beef/veal
- Cuts of lamb/mutton
- Cuts of pork
- Variety meats (offal's)
- Poultry (With menu examples of each)

### **Unit-IV: Fish Cookery**

- Introduction to fish cookery
- Classification of fish with examples
- Cuts of fish with menu examples
- Selection of fish and shell fish
- Cooking of fish (effects of heat)

## **Food Production Operations (Lab)** **(BVHCM 206)**

- Basic stock (Brown, white, fish, vegetable)
- Sauces – Basic Sauces
- Cream soup – 3 Varieties
- Thin soups – 3 Varieties
- Thick varieties – 3 varieties
- Fish – only, Colbert, fried in batter, fish cakes, fish Florentine
- Entrees – stews, ragout, croquettes, goulash, cutlets casseroles, scotch eggs
- Shepherd's pie, Hamburgers.
- Egg cookery - in shell, in frying pan, in oven
- Potato cookery, Boiled, Baked, Fried, Roasted.
- Vegetables Boiled & Sautéed, creamed, fried, Baked,
- Salads at least 3 types of salad dressings.

### **Suggestive Reading:**

- Arora, Krishna - Theory of Cookery-, Frank Bros., New Delhi 2009
- Philip, Thangam E- Modern Cookery, 5th edition, Anna Salai, Chennai 2009
- Bali, Parvinder: Quantity Food Production Operations and Indian Cuisine- S., oxford, London 2013
- Aggarwal, D.K., Kitchen Equipment & Design, Aman Publications, New Delhi, 2006.
- Vikas Singh, Text Book of food Production (BTK), Aman Pub., N. Delhi, 2011.

# **Food and Beverage Services Operations**

**BVHCM 205**

## **Unit I**

### **Meals And Menu Planning**

Origin of Menu; Objectives of Menu Planning; Types of Menus; Courses of French Classical Menu; French Names of Dishes; Types of meal (Early Morning Tea, Breakfast, Brunch, Lunch, High Tea, Dinner, Supper.

## **Unit II**

### **Food Service**

Preparation for service

a) Organising Mise-en-scene

b) Organising Mise-en place

Type of food service

a) Silver Service

b) Pre-Plated Service

c) Cafeteria Service

d) Room Service

e) Buffet Service

f) Gueridon Service

g) Lounge Service

## **Unit III**

### **Food Service Procedure**

Introduction; Rules to be observed while waiting at the table; Service

procedure for A' la Carte Lunch; Service procedure for Table d' hote menu; Do's and Don'ts during the Services.

## **Unit IV**

### **Order Taking and Billing Methods**

Introduction; Checking System in Food Service Operations; Methods of taking Food Order, Billing, Records & Documentation

## **Unit V**

### **Room Service/ In Room Dining**

Introduction, Concept of Room Service/ In Room Dining; Salient Features of room service; Understanding Guest expectations in Room Service; Room Service Equipment's; Set up of Trays & Trolleys; Upkeep and Storage; Service

Tools; Clearance; Presentation of Bill; Mini Bar Management in Guest Rooms.

## **Food and Beverage Services Operations (Lab)**

### **(BVHCM 207)**

- Breakfast Services: Types, Breakfast Layouts, Menu Knowledge, Table Services, Clearance & Acknowledging guests.
- Familiarization with Food Service in Restaurants ( Receiving Guests, Table Layouts, Complimenting them, Presentation of Bills, Dealing with in house/ residential guests)
- Table Layouts, Presenting Menus, Food Pickup Procedures, Clearance and Dishwashing Procedures.
- Room Service Practical, Taking of Orders, Delivery of Food Services, Identifying Room Service Equipment, Importance of Menu Knowledge for Order-taking (RSOT functions/procedures), Room service Layout Knowledge, Laying of trays for various orders, Pantry Elevator Operations, Clearance Procedure in Dishwashing area, Room service Inventories and store requisitions.

#### **Main text**

- Singaravelavan, R. (2016). Food and Beverage Service. New Delhi: Oxford University Press.

#### **Reference books**

- Dennis R.Lillicrap& John A. Cousine(2006). Food and Beverage Service.ELBS.
- Andrews,Sudhir(2013). Food & Beverage Service Training Manual.TataMcGraw Hill.
- Dhawan,Vijay(2008). Food & Beverage Service. Frank Brothers & Company Pvt Ltd.

|                                          |          |          |          |
|------------------------------------------|----------|----------|----------|
| <b>EMC-101-25</b>                        | <b>L</b> | <b>T</b> | <b>P</b> |
| <b>Entrepreneurship Setup and Launch</b> | <b>0</b> | <b>0</b> | <b>4</b> |

### Introduction:

This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

### Learners Objective:

1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

**Outcome:** By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

### Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning, growth mindset development, and identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins, peer collaboration, and locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory, combining *practical action, reflection, and collaboration*. *By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.*

### Semester Syllabus:

**Format:** 12 weeks, 4 hours/week | 2 credits

**Revenue Target:** ₹10,000

| <b>Week</b> | <b>Learning Goal</b>                                                                                                       | <b>Measurable Outcome</b>                                                                                              |
|-------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| 1           | Understand what entrepreneurship is and who can be an entrepreneur                                                         | Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community        |
| 2           | Connect personal identity to entrepreneurship (strengths, interests, struggles)                                            | Students create a “value map” showing how a skill/interest/problem from their life could become a business opportunity |
| 3           | Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services | Students explore 1-2 examples from each domain and share one they’re most curious to try and why                       |

|    |                                                                   |                                                                                                                            |
|----|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| 4  | Choose a path and generate a basic business idea                  | Students write down a clear offer (what, for whom, why) and one way to reach their customer                                |
| 5  | Take first real action: message, post, pitch, or sell             | Students reach out to or serve 1 real potential customer and record what happened                                          |
| 6  | Reflect on first attempt and share with peers                     | Students share their result, a challenge faced, and one idea to improve next time                                          |
| 7  | Improve and try again: aim for first ₹100                         | Students apply a change, try again, and aim to make their first ₹100 or get meaningful response                            |
| 8  | Learn how to identify and understand your target customer         | Students talk to 2 potential customers or observe them and list 3 insights about their needs                               |
| 9  | Learn how to serve your target audience better                    | Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or need |
| 10 | Explore core entrepreneurial values (resilience, honesty, effort) | Students reflect on 1 value they're building and show it in a business task or peer story                                  |
| 11 | Focus on earning and staying consistent                           | Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)             |
| 12 | Reflect on earnings, grit, and how to keep going                  | Students record total earnings, one resilience moment, and one support system or habit they'll continue with               |

#### Weekly Component:

| Component       | Duration   | Description                                                                                                                                                                                                                                  |
|-----------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning Module | ~1.5 hrs   | <ul style="list-style-type: none"> <li>- Introduces key concepts in a simple and engaging way</li> <li>- Includes, examples, and 1-2 interactive discussions or quizzes</li> </ul>                                                           |
| Action Lab      | ~2 hrs     | <ul style="list-style-type: none"> <li>- Hands-on task on the weekly concept</li> <li>- Includes step-by-step guidance, templates, and worksheets</li> <li>- Ends with a submission (e.g., video, reflection, or proof of action)</li> </ul> |
| Resources       | Self-paced | <ul style="list-style-type: none"> <li>- Supplementary videos, short readings, real-life stories, and tools to deepen understanding at their own pace</li> </ul>                                                                             |

### Evaluation Criteria

| Evaluation Component   | Description                                                                                                 | Weightage |
|------------------------|-------------------------------------------------------------------------------------------------------------|-----------|
| Weekly Task Completion | Timely submission of weekly tasks including reflections, activities, quizzes etc.                           | 40%       |
| Target Completion      | Performance-based evaluation on hitting <b>revenue or profit targets</b> (e.g., generating ₹10,000 revenue) | 30%       |
| Final Project          | A comprehensive project based on the semester's theme                                                       | 30%       |

## **Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?**

### **INTRODUCTION: Could *You* Be an entrepreneur?**

When people hear “entrepreneur,” they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, “I can solve this,” - you've already taken your first step.

### **Component 1: Learning Module (~1.5 hours) Unit 1:**

#### **What is Entrepreneurship?**

1. *Solving problems or creating value in exchange for money.*
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.
4. Entrepreneurs build opportunities instead of waiting for them.

#### **Simple Slide/Visual Aid Tip:**

A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.

<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it: illustrating the simple flow: Problem → Solution → Earn>

#### **MCQ 1**

**Q:** What best describes entrepreneurship?

- A. Getting a job in a company
- B. Solving problems for others and earning from it ■
- C. Studying business in college
- D. Buying expensive things

#### **Feedback:**

1. *Correct! Entrepreneurs solve problems or offer value and get paid for it.*
2. *Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.*

## Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value.

Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

### Examples Carousel (Swipeable cards)

1. **Pooja (India)** - Sells handmade rakhis on Instagram, learned designing on YouTube.

*Problem she saw:* Expensive or generic rakhis in the market; no personal touch.

2. **Luis (Mexico)** - Repairs used phones in his garage, now has loyal customers.

*Problem he saw:* Many people couldn't afford new phones or didn't trust local repair shops.

3. **Sana (Kolkata)** - Started tiffin delivery from her home kitchen, now earns ₹500/day.

*Problem she saw:* Office workers struggled to find affordable, homemade meals.

4. **Sal Khan (USA)** - Started Khan Academy with YouTube lessons to help his cousin.

*Problem he saw:* His cousin needed help with math, but good learning resources were hard to access.

### MCQ

**Q:** Which of these can be a form of entrepreneurship?

- A. Making reels on skincare tips and selling homemade face packs ■
- B. Buying new clothes from malls
- C. Studying engineering
- D. Playing games without sharing or streaming

**Feedback:**

1. Correct! Sharing useful tips + selling a product = solving a need!
2. Try again! Entrepreneurship is about creating value and helping others.

### Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

### Component 2: Action Lab (~2 hours) Task Find & Learn from 2 Entrepreneurs Near You

#### Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
  - a) What do they do?
  - b) How do they earn?

- c) What makes them entrepreneurial?
3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

### **Final Deliverable**

Learner submits:

1. A short definition of entrepreneurship (in their words)
  2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)  
→ Submitted in the submissions tab. Supplementary Resources (Optional)
1. [Danny O'Neill - Getting started | Entrepreneurship | Khan Academy](#)
  2. [The Better India - Stories of local entrepreneurs](#)

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## Week 2: Can I Be an entrepreneur?

### INTRO – What Makes an entrepreneur?

You don't need a suit, a degree, or a lot of money to be an entrepreneur.

You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

### Component 1: Learning Module (~1.5 hours) Unit 1: What Makes an entrepreneur?

#### Key Concepts:

1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

#### Real-Life Examples:

1. Nithin & Nikhil Kamath (Zerodha) - Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) - Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) - As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

\*\*\*

## Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have.

But the big question now is:

"What can I offer?"

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

### What is a Value Map?

**A Value Map connects three simple things:**

**A. What people around you need**

→ *Look around: is there something people often struggle with or something that could be better?*

**B. What you enjoy or are willing to try**

→ *You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.*

→ *Even if you're just curious about something: that's enough to begin.*

**C. What solution you can create**

→ *Use what you enjoy or are learning to try solving a real need around you: even in a small way*

### Visuals:

3 overlapping circles:

1. "People Need"
2. "I Can"
3. "My Offer"

### Examples:

**1. People Need → Affordable meals**

I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service

**2. People Need → Study tips in Punjabi I Can → Speak clearly + love teaching**

My Offer → 3-minute video tips on Instagram

### MCQ

**Q: What's the first step to being an entrepreneur?**

- A. Waiting for the perfect idea
- B. Solving a problem with your skills ■
- C. Buying a shop
- D. Studying for years

**Feedback:**

1. *Correct! Entrepreneurs start by solving small problems using what they already have.*
2. *Try again! It's not about waiting: it's about starting.*

**Reflection Prompt**

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

**Component 2: Action Lab (~2 hours)****Task: Create Your Personal Value Map Steps (checklist in app):**

1. Think of 2-3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

**Final Deliverable (Submitted in App):**

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

**Supplementary Resources (Optional)**

1. "Start with Why" by Simon Sinek
2. [10 Characteristics of Successful Entrepreneurs | Business: Explained](#)

## **ON JOB TRAINING BVHCM-208-19**

**Property:** Three star or above three-star hotel

**Department Division:** 30 days in Food Production or 30 Days in Food and Beverage service area

**Appraisal form:** Students are required to get I.T Appraisal forms from the respective training manager of the hotel

**Log book:** on daily basis students are required to make entries in the log book as per the assigned duties and responsibilities carried out on daily basis.

**Training Report:** Students are required to make two copies of training report (hard and soft) covering the following chapters

*Chapter I-Introduction to Hotel*

*Chapter II-Introduction to City*

*Chapter III-Food Production Operations-Hierarchy, Duties and Responsibilities, Different section of kitchens, various preparations, SOP's*

*Chapter IV-Food and Beverage operations: - Hierarchy, Duties and Responsibilities, Different F&B Operations, Types of services, Equipment's used in Restaurants, Supervision. Chapter V-Suggestions & Conclusions*  
*Annexure*

**Semester 3<sup>rd</sup>**

**INTRODUCTION TO BEVERAGES**  
(BVHCM301-19)

|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>COURSE OUTCOME:</b> | The students will be well versed with viticulture and viniculture, Beer production, types of wines and beers, brands and introduction to cheeses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>EVALUATION:</b>     | The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 40 percent of the total Marks and rest 60 percent through semester end examination of 3 hours duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>UNIT-I</b>          | <p style="text-align: center;"><b>NON ALCOHOLIC BEVERAGES</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Classification</li> <li>• Coffee</li> <li>• Tea</li> <li>• Milk based drinks</li> <li>• Aerated Drinks</li> <li>• Squashes</li> <li>• Juices</li> <li>• Syrups</li> <li>• Mineral Water</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>UNIT-II</b>         | <p style="text-align: center;"><b>ALCOHOLIC BEVERAGE</b></p> <ul style="list-style-type: none"> <li>• Introduction and definition</li> <li>• Production of Alcohol</li> <li>• Fermentation process</li> <li>• Distillation process</li> <li>• Proof</li> <li>• Alcoholic strength</li> </ul> <p>Classification with examples</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>UNIT-III</b>        | <p style="text-align: center;"><b>WINES</b></p> <ul style="list-style-type: none"> <li>o Definition &amp; History</li> <li>o Classification with examples               <ul style="list-style-type: none"> <li>o Table/Still/Natural Sparkling Fortified                   <ul style="list-style-type: none"> <li>□ Aromatized</li> </ul> </li> <li>o Production of each classification</li> </ul> </li> <li>o Old World wines (Principal wine regions, wine laws, grape varieties, production and brand names)               <ul style="list-style-type: none"> <li>□ France Germany Italy Spain Portugal</li> </ul> </li> <li>□ New World Wines (Principal wine regions, wine laws, grape varieties, production and brand names)               <ul style="list-style-type: none"> <li>□ USA □ Australia □ India □ Chile □ South Africa □ Algeria □ New Zealand</li> </ul> </li> <li>□ F. Food &amp; Wine Harmony</li> </ul> |

|                    |                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    | <div> <div></div> <div></div> </div> <p>G. Storage of wines<br/>H. Wine terminology (English &amp; French)</p>                                                                                                                                                                                                                                                                                               |
| <b>UNIT-IV</b>     | <p><b>BEER</b></p> <ul style="list-style-type: none"> <li>• Introduction &amp; Definition</li> <li>• Types of Beer</li> <li>• Production of Beer</li> </ul> <p>D. Storage</p>                                                                                                                                                                                                                                |
| <b>REFERENCES:</b> | <ul style="list-style-type: none"> <li>• Food &amp; Beverage Service - Denis Lillicrap</li> <li>• Food &amp; Beverage Service - Vijay Dhawan</li> <li>• Food &amp; beverage Service- Rao J Suhas</li> <li>• The Waiter Handbook by Grahm Brown, Publisher: Global Books&amp;Subscription Service New Delhi</li> <li>• Food &amp; Beverage Service Training Mannual-SudhirAndrew, Tata McGraw Hill</li> </ul> |

### INTRODUCTION TO BEVERAGES-PRACTICALS (BVHCM302-19)

|                                                                           |                                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Task-01<br>Task-02<br>Task-03<br>Task-04<br>Task-05<br>Task-06<br>Task-07 | <p><b>Service of Non Alcoholic Beverages</b></p> <p>Setting of tray for service of Tea and Coffee<br/>Service of Various types of Tea<br/>Service of various types of<br/>Coffee Service of Milk based<br/>Drinks Service of Aerated<br/>Drinks Service of Juices and<br/>Squashes<br/>Service of Mineral &amp; Natural water</p> |
| Task-01<br>Task-02<br>Task-03<br>Task-04                                  | <p>Organizing Mise-en -Place<br/>Wine service equipments<br/>Setting of tray for wine<br/>service Beer Service<br/>equipments Setting of tray<br/>for Beer service</p>                                                                                                                                                            |
| Task-01<br>Task-02<br>Task-03<br>Task-04<br>Task-05                       | <p><b>Service of Wines</b></p> <p>Service of Red Wine<br/>Service of White/Rose<br/>Wine Service of Sparkling<br/>Wines Service of Fortified<br/>Wines<br/>Service of Aromatized Wines</p>                                                                                                                                        |

|                    |                                                                                                                 |
|--------------------|-----------------------------------------------------------------------------------------------------------------|
| Task-01<br>Task-02 | <div>Service of Beer</div> <div>Service of Bottled &amp; canned Beers</div> <div>Service of Draught Beers</div> |
|--------------------|-----------------------------------------------------------------------------------------------------------------|

**FOOD & BEVERAGE SERVICE – III**  
**(BVHCM303-19)**

|                    |                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>UNIT-1</b>      | <b>SPIRITS:</b> Introduction & Definition, Production of Spirit (Pot-still method, Patent still method), Introduction to Whisky, Rum, Vodka, Brandy, Gin, Tequila its production process, various types and brands.                                                                                                                                                                            |
| <b>UNIT-2</b>      | <b>OTHER SPIRITS:</b> Introduction, Absinthe, Pastis, Akvavit, Sake, Grappa, Marc, Pisco, Arrack, Toddy, Fenny                                                                                                                                                                                                                                                                                 |
| <b>UNIT-3</b>      | <b>APERITIFS:</b> Introduction and Definition, Different types of Aperitifs Vermouth (Definition, Types & Brand names), Bitters (Definition, Types & Brand names)                                                                                                                                                                                                                              |
| <b>UNIT-4</b>      | <b>LIQUEURS:</b> Definition & History, Production of Liqueurs, Broad Categories of Liqueurs (Herb, Citrus, Fruit/Egg, Bean & Kernel) , Popular Liqueurs (Name, colour, predominant flavour& country of origin)                                                                                                                                                                                 |
| <b>REFERENCES:</b> | <ul style="list-style-type: none"> <li>• Dennis R. Lillicrap. &amp; John A. Cousins. Food &amp; Beverage Service. Edward Arnold</li> <li>• Sudhir Andrews . Food &amp; Beverage Service Training Manual. Tata McGraw Hill.</li> <li>• John Fuller, Hutchinson. Modern Restaurant Service. Nelson Thornes</li> <li>• Brown G. &amp; Hapner K. The Waiter Handbook. Hospitality Press</li> </ul> |

**FOOD & BEVERAGE SERVICE (LAB) - III**  
**(BVHCM304-19)**

|         |                                                                              |
|---------|------------------------------------------------------------------------------|
| Task-01 | <b>Service of Spirits</b>                                                    |
| Task-02 | Service styles - neat/on-the-rocks/with appropriate mixers Service of Whisky |
| Task-03 | Service of Vodka                                                             |
| Task-04 | Service of Rum                                                               |
| Task-05 | Service of Gin                                                               |
| Task-06 | Service of Brandy                                                            |
| Task-07 | Service of other spirits                                                     |
| Task-01 | <b>Service of Aperitifs</b>                                                  |
| Task-02 | Service of Vermouth Service of Bitters                                       |
| Task-01 | <b>SERVICE OF LIQUEURS</b>                                                   |
| Task-02 | Service styles - neat/on-the-rocks/with cream/en frappe                      |
| Task-03 | Service from the Bar                                                         |
|         | Service from Liqueur Trolley                                                 |

## HEALTH, HYGIENE AND MEDICAL PROTOCOLS

### BVHCM 305-19

**Objective:** The subject aims to provide basic concepts of health and hygiene with link to give a clean environment that will help in understanding the basic concepts of health, hygiene and various medical protocols for increasing food hygiene, ensuring customer health safety, concern for nutritional value of food, help in stopping the transmission of diseases and enabling working as per set medical protocols. It also provides an outline of first aid concepts and basic emergency procedures including contagious disease control and prevention.

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Unit 1</b> | <p><b>Health Determinants and Standards - Individual health parameters</b><br/>Determinants of Health, Key health indicators, Importance and Source of Public-health Data, Health status in India: Standards, Occupational health: Labour Law and ESI</p> <p><b>International Agencies in Public Health:</b> Role of Public, Private and NGO in Health sector The Global Health Council, The Global Network for Neglected Tropical Diseases, The Global Alliance for TB Drug Development, The International AIDS Vaccine Initiative, Malaria Vaccine Initiative World Health Organization (WHO) and Centre for Disease Control and Prevention (CDC)</p> <p><b>Understanding various types of diseases and their spread</b><br/>Contagious and Non contagious diseases (SARS, HIV, COVID 19 etc), symptoms, precaution measures including kitchens, workplace, public places etc. Contagious diseases and its prevention through social distancing, using PPE's, maintaining hygiene standards, using proper sanitization techniques etc Elements of an effective housekeeping program. Handling and disposing waste</p> |
| <b>Unit 2</b> | <p><b>Understanding Personal hygiene,</b> Health: Definition, Determinants of health, mental health, Maintaining health, Role of science in health, Role of public health, Self-care strategies,<br/>Hygiene: Concept of hygiene, Home and everyday life hygiene<br/>Personal Hygiene: History of hygienic practices, principles, Excessive body hygiene, Sanitization: definition and concepts of sanitization, hand washing techniques, planning for the improvement of personal hygiene.</p> <p><b>Health and medical Audit:</b> Understanding health and medical audit of hotels, Aviation and tourism establishments. Reviewing most common unsafe places, acts/conditions, Creating SOPs for managing common unsafe acts on daily and periodic basis.</p>                                                                                                                                                                                                                                                                                                                                                         |
| <b>Unit 3</b> | <p><b>Food Hygiene</b><br/>Food Hygiene &amp; Kitchen Safety: Cooking &amp; baking, hygiene, Disinfection and sterilization, Food preparation, Temperature, Food poisoning Contamination, Cooking and reheating food, balance diet<br/>Nutrients: Carbohydrates, Fiber, Fat, Essential fatty acids, Protein, Minerals, Macrominerals, Trace minerals Vitamins, Water<br/>Other nutrients: Antioxidants, Phytochemicals, Intestinal bacterial flora.<br/>SOPs for Control of Food Poisoning and Intoxication</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Unit 4</b> | <b>First Aid and First Aid Box</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>Aims of first aid &amp; the role of a manager, Incident management, Communicating with<br/>Contents of a first aid kit, Life Saving Skills: Primary survey, The recovery position /<br/>position, The chain of survival, Cardiopulmonary Resuscitation (CPR), Using an A<br/>External Defibrillator (AED), Choking, Bleeding,</p> <p style="text-align: center;"><b>Medical Protocols</b></p> <p>Introduction to Quality and Patient safety: including Basic emergency care and life s<br/>WHO and ICMR guidelines for the prevention of infectious control, Infection pre<br/>control measures of following diseases: air born, water born and food b<br/>(tuberculosis, cholera) influenza, hepatitis.<br/>Basic Immunization/vaccination of staff.</p> |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### **HEALTH, HYGIENE AND MEDICAL PROTOCOLS – LAB BVHCM 306-19**

**Aims /learning Objectives:** Students are able to classify, identify, and learn the health and hygiene practices in their day today life.

1. To demonstrate safe code of practice for personal hygiene and sanitation.
2. To demonstrate the clanging and sterilization of surface and utensils.
3. To demonstrate the various safety codes used to prevent communicable and infectious disease.
4. Formulation and preparation of low cost disinfectant and sterilizing agent.
5. Preparation of audio visual aids like charts, posters, models related to health and nutrition.
6. Conduct of survey on health and hygiene practices among high and low income groups.
7. Study and demonstration of instruments used in health and hygiene practices.
8. Demonstration of Hand washing technique.
9. Formulation and preparation of low cost nutritious recipe.
10. Demonstration of Physical examination of spoiled/contaminated food sample.
11. Measurement of Body temperature, Heartbeats, Pulse rates and Blood pressure.
12. Case study on recent disease outbreak viz HIV, HEPATITIS, COVID-19 etc.
13. Demonstration of medically important entomological specimens.
14. Collection and interpretation of local data on disease prevalence.
15. Field visits.

**FOOD AND BEVERAGE CONTROLS**  
(BVHCM 307-19)

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| UNIT 1 | <p style="text-align: center;"><b>FOOD COST CONTROL</b></p> <p>Introduction to Cost Control, Define Cost Control, The Objectives and Advantages of Cost Control, Basic costing, Food costing</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| UNIT 2 | <p style="text-align: center;"><b>FOOD CONTROL CYCLE</b></p> <p>Purchasing Control, Aims of Purchasing Policy, Job Description of Purchase Manager/Personnel, Types of Food Purchase, Quality Purchasing, Food Quality Factors for different commodities, Definition of Yield, Tests to arrive at standard yield, Definition of Standard Purchase Specification, Advantages of Standard Yield and Standard Purchase Specification, Purchasing Procedure, Different Methods of Food Purchasing, Sources of Supply, Purchasing by Contract, Periodical Purchasing, Open Market Purchasing, Standing Order Purchasing, Centralized Purchasing, Methods of Purchasing in Hotels, Purchase Order Forms, Ordering Cost, Carrying Cost, Economic Order Quantity, Practical Problems</p> <p style="text-align: center;"><b>RECEIVING CONTROL</b></p> <p>Aims of Receiving, Job Description of Receiving Clerk/Personnel, Equipment required for receiving, Documents by the Supplier (including format), Delivery Notes, Bills/Invoices, Credit Notes, Statements, Records maintained in the Receiving Department, Goods Received Book, Daily Receiving Report, Meat Tags, Receiving Procedure, Blind Receiving, Assessing the performance and efficiency of receiving department, Frauds in the Receiving Department, Hygiene and cleanliness of area</p> |
| UNIT 3 | <p style="text-align: center;"><b>STORING &amp; ISSUING CONTROL</b></p> <p>Storing Control, Aims of Store Control, Job Description of Food Store Room Clerk/personnel, Storing Control, Conditions of facilities and equipment, Arrangements of Food, Location of Storage Facilities, Security, Stock Control, Two types of foods received - direct stores (Perishables/non perishables), Stock Records Maintained Bin Cards (Stock Record Cards/Books), Issuing Control, Requisitions, Transfer Notes, Perpetual Inventory Method, Monthly Inventory/Stock Taking, Pricing of Commodities, Stock taking and comparison of actual physical inventory and Book Value, Stock levels, Practical Problems, Hygiene &amp; Cleanliness of area</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| UNIT 4 | <p style="text-align: center;"><b>PRODUCTION CONTROL</b></p> <p>Aims and Objectives, Forecasting, Fixing of Standards, Definition of standards (Quality &amp; Quantity), Standard Recipe (Definition, Objectives and various tests), Standard Portion Size (Definition, Objectives and equipment used), Standard Portion Cost (Objectives &amp; Cost Cards), Computation of staff meals</p> <p style="text-align: center;"><b>SALES CONTROL</b></p> <p>Sales - ways of expressing selling, determining sales price, Calculation of selling price, factors to be considered while fixing selling price, Matching costs with sales, Billing procedure - cash and credit sales, Cashier's Sales summary sheet</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

**HOTEL ACCOUNTANCY**  
**(BVHCM 308-19)**

|                 |                                                                                                                                                                                                                                                                                                                                                    |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Unit I</b>   | Introduction to Accounting: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP. Recording of transactions: Voucher system; Accounting Process.                                                                                                      |
| <b>Unit II</b>  | Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.                                                                                                                                                           |
| <b>Unit III</b> | Final Accounts: Meaning, Procedure for preparation of Final Accounts, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet, Adjustments (Only four): Closing Stock, Pre-paid Income and Expenses, Outstanding Income and Expenses, Depreciation.                                                                          |
| <b>Unit IV</b>  | Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.                                                                                                                                                                                                                                                      |
|                 | <p style="text-align: center;"><b>REFERENCE BOOKS</b></p> <ul style="list-style-type: none"> <li>• Sharma, R.K. and Shashi K. Gupta, Management Accounting, Kalyani Publisher, Ludhiana.</li> <li>• Gupta, R.L., Booking keeping &amp; Accounting, Sultan Chand, New Delhi</li> <li>• Grewal T.S., Introduction to Accounting, S. Chand</li> </ul> |

**EVENT MANAGEMENT  
(BVHCM309-19)**

|            |                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Unit 1     | Historical perspective, introduction to event management, size & type of event, event team, code of ethics, types and category, sports, rallies, wedding Principles of event management, concept & designing. Analysis of concept, logistics of concept. Preparing event proposal,                                                                                                                                          |
| Unit 2     | Aim of event, develop a mission, establish objectives preparing event proposal, use of planning tools, protocols, dress codes, staging, staffing , leadership, traits and characteristics<br><b>Event production &amp; logistics</b><br>Concept, theme, fabrication, light & sound,<br><b>Event laws &amp; licenses</b><br>Relevant legislations, liquor licenses, trade acts, stake holders and official bodies, contracts |
| Unit 3     | <b>Event marketing and advertising</b><br>Nature of marketing, process of marketing. Marketing mix, sponsorship, image, branding, advertising publicity and public relations<br><b>Event leadership &amp; communication</b> , managing team , group development, managing meetings, written communications, (official, semi-official, invoice). Verbal communications                                                       |
| Unit 4     | <b>Event safety and security</b><br>Security, occupational safety, crowd management, major risks and emergency planning, incident reporting, emergency procedures<br><b>Basic event accounting</b> ,<br>Budget, break even point, cash flow analysis, profit & loss statement, balance sheet, panic payments, financial control system                                                                                      |
| References |                                                                                                                                                                                                                                                                                                                                                                                                                             |

**Semester Snapshot - Semester 2**  
**Entrepreneurship 102/201 (Marketing Basics)**  
*EMP-102-25*

**Introduction**

This semester helps learners understand marketing as a practical life skill - not just "advertising." It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

**Learners Objective**

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of "selling to everyone."
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

**Outcome**

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

**Guiding Principles/Approach**

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don't just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

## Semester 2 Curriculum

### Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

| Milestone # | Milestone Name         | Milestone Description                                                         | Task # | Task Title                               | Activity title                                              |
|-------------|------------------------|-------------------------------------------------------------------------------|--------|------------------------------------------|-------------------------------------------------------------|
| Recap       | Recap and Introduction | Revise what you learned in Semester 1 and plan what you will do in Semester 2 | 1      | Revise first 12 milestones of Semester 1 | Watch a video on "Semester 1 summary"                       |
|             |                        |                                                                               |        |                                          | Download 12 summary cards of Semester 1 milestones          |
|             |                        |                                                                               |        |                                          | Write 3 key learnings of Semester 1                         |
|             |                        |                                                                               |        |                                          | Write 3 things you will improve in semester 2               |
|             |                        |                                                                               | 2      | Set your goals for Semester 2            | Attempt Semester 1 Recap Quiz                               |
|             |                        |                                                                               |        |                                          | Learn how to 4X your revenue in Semester 02 using Marketing |
|             |                        |                                                                               |        |                                          | Read how famous brands use marketing to increase revenue    |
|             |                        |                                                                               |        |                                          | Set your marketing goals                                    |
|             |                        |                                                                               |        |                                          | Attempt Semester 2 Readiness Quiz                           |

## Milestone 13: Marketing Fundamentals

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

| Milestone<br>nc #    | Milestone<br>Name                                                   | Milestone<br>Description                                                                                            | Task<br># | Task Title                                             | Activity title                                                                             |
|----------------------|---------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------|--------------------------------------------------------|--------------------------------------------------------------------------------------------|
| 13                   | Learn<br>marketing<br>fundamen<br>tals to<br>scale your<br>business | Learn how you<br>can use<br>multiple types<br>of marketing to<br>scale your<br>business and<br>grow your<br>revenue | 1         | Understand<br>what is<br>marketing                     | Watch a video on marketing<br>fundamentals                                                 |
|                      |                                                                     |                                                                                                                     |           |                                                        | Read examples of famous marketing<br>campaigns in India                                    |
|                      |                                                                     |                                                                                                                     |           |                                                        | Explain what you learned about<br>marketing                                                |
|                      |                                                                     |                                                                                                                     |           |                                                        | Attempt task 01 quiz                                                                       |
|                      |                                                                     |                                                                                                                     | 2         | Learn<br>different<br>types of<br>digital<br>marketing | Watch a video on what is digital<br>marketing                                              |
|                      |                                                                     |                                                                                                                     |           |                                                        | Read a document on types of digital<br>marketing                                           |
|                      |                                                                     |                                                                                                                     |           |                                                        | Write what what kind of digital<br>marketing works best for your business<br>and why       |
|                      |                                                                     |                                                                                                                     |           |                                                        | Attempt task 02 quiz                                                                       |
|                      |                                                                     |                                                                                                                     | 3         | Write 3<br>marketing<br>ideas for your<br>business     | Read a document on how businesses like<br>yours are using marketing to generate<br>revenue |
|                      |                                                                     |                                                                                                                     |           |                                                        | Write 3 marketing ideas to scale your<br>business                                          |
|                      |                                                                     |                                                                                                                     |           |                                                        | Validate your ideas with 3-5 people                                                        |
|                      |                                                                     |                                                                                                                     |           |                                                        | Shortlist the best idea and explain how it<br>will generate revenue                        |
|                      |                                                                     |                                                                                                                     |           |                                                        | Share your experience of doing this<br>milestone                                           |
| Attempt task 03 quiz |                                                                     |                                                                                                                     |           |                                                        |                                                                                            |

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### Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

| Milestone # | Milestone Name                           | Milestone Description                                                                                   | Task # | Task Title                                  | Activity title                                                            |
|-------------|------------------------------------------|---------------------------------------------------------------------------------------------------------|--------|---------------------------------------------|---------------------------------------------------------------------------|
| 15          | Use AI to generate content for marketing | Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs | 1      | Learn what is content marketing             | Watch a video on 'what is content marketing'                              |
|             |                                          |                                                                                                         |        |                                             | Learn which content works for brand awareness or revenue generation       |
|             |                                          |                                                                                                         |        |                                             | Write 3 types of content you believe your customers like                  |
|             |                                          |                                                                                                         |        |                                             | Attempt task 01 quiz                                                      |
|             |                                          |                                                                                                         | 2      | Generate content ideas to attract customers | Learn how to use AI to generate content marketing ideas for your business |
|             |                                          |                                                                                                         |        |                                             | Generate 10 small content ideas to attract your customers                 |
|             |                                          |                                                                                                         |        |                                             | Discuss the ideas with your users and take feedback                       |
|             |                                          |                                                                                                         |        |                                             | Shortlist top 3 content ideas to attract customers                        |
|             |                                          |                                                                                                         |        |                                             | Attempt task 02 quiz                                                      |
|             |                                          |                                                                                                         | 3      | Create your first brand video using AI      | Watch a video on "How to use AI tools to create simple short videos"      |
|             |                                          |                                                                                                         |        |                                             | Read this guide on how to ask AI to write a video script                  |
|             |                                          |                                                                                                         |        |                                             | Generate 5 ideas for your AI videos and write them here                   |
|             |                                          |                                                                                                         |        |                                             | Upload your AI generated video link                                       |
|             |                                          |                                                                                                         |        |                                             | Attempt task 03 quiz                                                      |
|             |                                          |                                                                                                         | 4      | Create a brand poster using AI              | Learn how to create a poster using AI                                     |
|             |                                          |                                                                                                         |        |                                             | Write a prompt for the poster will you create using AI                    |
|             |                                          |                                                                                                         |        |                                             | Upload the AI poster you have                                             |

|  |   |                       |                                                                        |
|--|---|-----------------------|------------------------------------------------------------------------|
|  |   |                       | created                                                                |
|  |   |                       | Post this poster in your WhatsApp community                            |
|  |   |                       | Attempt task 04 quiz                                                   |
|  | 5 | Write a blog using AI | Learn how to use prompt engineering to write content for your business |
|  |   |                       | Read list of topics on which you can write a blog                      |
|  |   |                       | Write the topic on which you will write a short blog                   |
|  |   |                       | Write the first version of your blog                                   |
|  |   |                       | Share your blog with your friends and faculty                          |
|  |   |                       | Share your experience of doing this milestone                          |
|  |   |                       | Attempt task 05 quiz                                                   |

### Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

| Milestone #          | Milestone Name                            | Milestone Description                                                                  | Task #                                        | Task Title                           | Activity title                                                           |
|----------------------|-------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------|--------------------------------------|--------------------------------------------------------------------------|
| 16                   | Plan your social media marketing strategy | Learn what is social media marketing and how can you execute it to scale your business | 1                                             | Learn what is social media marketing | Watch a video on "Introduction to Social media marketing"                |
|                      |                                           |                                                                                        |                                               |                                      | Learn different types of social media marketing                          |
|                      |                                           |                                                                                        |                                               |                                      | Read a document on how to use social media marketing to generate revenue |
|                      |                                           |                                                                                        |                                               |                                      | Write your understanding of social media marketing                       |
|                      |                                           |                                                                                        |                                               |                                      | Write one social media marketing idea for your business                  |
|                      |                                           |                                                                                        |                                               |                                      | Attempt Task 01 Quiz                                                     |
|                      |                                           |                                                                                        | 2                                             | Research your competitors            | Learn how to research your competitors                                   |
|                      |                                           |                                                                                        |                                               |                                      | Find your competitors                                                    |
|                      |                                           |                                                                                        |                                               |                                      | Write top 3 things your competitors are posting                          |
|                      |                                           |                                                                                        |                                               |                                      | Find one unique gap that you can capture                                 |
|                      |                                           |                                                                                        | 3                                             | Finalize your content pillars        | Attempt task 02 quiz                                                     |
|                      |                                           |                                                                                        |                                               |                                      | Watch a video on 'what are content pillars'                              |
|                      |                                           |                                                                                        | 4                                             | Create your weekly social media plan | Read examples of 'content pillars'                                       |
|                      |                                           |                                                                                        |                                               |                                      | Write 5 content pillars for your social media strategy                   |
|                      |                                           |                                                                                        |                                               |                                      | Attempt task 03 quiz                                                     |
|                      |                                           |                                                                                        |                                               |                                      | Watch a video on 'how to create a weekly social media plan'              |
|                      |                                           |                                                                                        |                                               |                                      | Look at examples of 'social media calendar'                              |
|                      |                                           |                                                                                        |                                               |                                      | Create and upload your weekly calendar                                   |
|                      |                                           |                                                                                        |                                               |                                      | Upload the link of your Instagram Channel                                |
|                      |                                           |                                                                                        | Share your experience of doing this milestone |                                      |                                                                          |
| Attempt task 04 quiz |                                           |                                                                                        |                                               |                                      |                                                                          |

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

| Milestone<br>ne #                                     | Milestone<br>Name                                | Milestone<br>Description                                                                                 | Task<br># | Task Title                                                                        | Activity title                                                      |
|-------------------------------------------------------|--------------------------------------------------|----------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------|
| 17                                                    | Generate<br>leads and<br>turn them<br>into sales | Use<br>testimonials,<br>conversations,<br>and daily<br>posts to<br>generate leads<br>and close<br>sales. | 1         | Use social<br>proof to<br>build trust                                             | Identify 2 happy customers                                          |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Create a testimonial post with CTA                                  |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Post testimonial on social media                                    |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Post testimonial on the community                                   |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Attempt task 01 quiz                                                |
|                                                       |                                                  |                                                                                                          | 2         | Make<br>people<br>share their<br>problems                                         | Learn how to ask open-ended questions                               |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | List 5 customer problems                                            |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Post these problems in community and social media                   |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Evaluate top 2 problems customers face                              |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Encourage people to share their problems                            |
|                                                       |                                                  |                                                                                                          | 3         | Help your<br>users with<br>3-5 days<br>content<br>sprint and<br>generate<br>leads | Attempt task 02 quiz                                                |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Brainstorm or use AI to create a solution document for each problem |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Post solution to 1 problem on a daily basis                         |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | DM people to check if your solution is helping them                 |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Write how many leads did you generate                               |
|                                                       |                                                  |                                                                                                          | 4         | Convert<br>leads into<br>sales                                                    | Attempt task 03 quiz                                                |
|                                                       |                                                  |                                                                                                          |           |                                                                                   | Learn how to convert leads into sales                               |
| Soft sell your offering in community and social media |                                                  |                                                                                                          |           |                                                                                   |                                                                     |
| DM people how can your product help them better       |                                                  |                                                                                                          |           |                                                                                   |                                                                     |
| Follow up after 24 to 48 hours                        |                                                  |                                                                                                          |           |                                                                                   |                                                                     |
| Write how many leads you converted into sales         |                                                  |                                                                                                          |           |                                                                                   |                                                                     |
| Share your experience of doing this milestone         |                                                  |                                                                                                          |           |                                                                                   |                                                                     |
| Attempt task 04 quiz                                  |                                                  |                                                                                                          |           |                                                                                   |                                                                     |

### Milestone 18: Viral/Trend Marketing

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

| Milestone one #                                | Milestone Name           | Milestone Description                                                         | Task # | Task Title                                           | Activity title                                       |
|------------------------------------------------|--------------------------|-------------------------------------------------------------------------------|--------|------------------------------------------------------|------------------------------------------------------|
| 18                                             | Make your brand go viral | Design viral marketing campaigns to reach 5X users without spending any money | 1      | Learn viral marketing                                | Understand what is virality and how it works         |
|                                                |                          |                                                                               |        |                                                      | Read about top 10 viral marketing campaigns in India |
|                                                |                          |                                                                               |        |                                                      | Write 3 reasons why people share content             |
|                                                |                          |                                                                               |        |                                                      | Attempt task 01 quiz                                 |
|                                                |                          |                                                                               | 2      | Design 2 viral campaigns for your business           | Learn 5 types of common viral marketing strategies   |
|                                                |                          |                                                                               |        |                                                      | Read 10 viral marketing ideas for your business      |
|                                                |                          |                                                                               |        |                                                      | Design 2 viral campaigns for your business           |
|                                                |                          |                                                                               |        |                                                      | Take feedback from people and finalize one campaign  |
|                                                |                          |                                                                               |        |                                                      | Set your campaign targets                            |
|                                                |                          |                                                                               | 3      | Launch one viral campaign to increase customer reach | Attempt task 02 quiz                                 |
|                                                |                          |                                                                               |        |                                                      | Create your campaign launch video or poster          |
|                                                |                          |                                                                               |        |                                                      | Create your campaign launch message                  |
|                                                |                          |                                                                               |        |                                                      | Launch your campaign on your social media platform   |
|                                                |                          |                                                                               |        |                                                      | Launch your campaign in your WhatsApp community      |
|                                                |                          |                                                                               | 4      | Promote your campaign to make it viral               | Attempt task 03 quiz                                 |
|                                                |                          |                                                                               |        |                                                      | Share your campaign in other groups and forums       |
| Measure your campaign performance              |                          |                                                                               |        |                                                      |                                                      |
| Learn how to improve your campaign             |                          |                                                                               |        |                                                      |                                                      |
| Analyze your campaign and record final metrics |                          |                                                                               |        |                                                      |                                                      |
| Enter the summary of your campaign             |                          |                                                                               |        |                                                      |                                                      |
|                                                |                          | Share your experience of doing this milestone                                 |        |                                                      |                                                      |
|                                                |                          | Attempt task 04 quiz                                                          |        |                                                      |                                                      |

### Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

| Milestone #          | Milestone Name                              | Milestone Description                                              | Task # | Task Title                                | Activity title                                              |
|----------------------|---------------------------------------------|--------------------------------------------------------------------|--------|-------------------------------------------|-------------------------------------------------------------|
| 19                   | Drive revenue through offline/BTL marketing | Use offline activities to reach local customers and generate sales | 1      | Understand offline or BTL marketing       | Watch a video on what is BTL marketing                      |
|                      |                                             |                                                                    |        |                                           | Read about famous BTL marketing campaigns                   |
|                      |                                             |                                                                    |        |                                           | Write how you can use BTL marketing for your business       |
|                      |                                             |                                                                    |        |                                           | Attempt task 01 quiz                                        |
|                      |                                             |                                                                    | 2      | Pick your offline marketing idea          | Learn about common offline tactics for your business        |
|                      |                                             |                                                                    |        |                                           | Write 1 offline marketing idea you can execute              |
|                      |                                             |                                                                    |        |                                           | Design your brand poster for offline marketing              |
|                      |                                             |                                                                    |        |                                           | Create your offline marketing offer or pitch                |
|                      |                                             |                                                                    |        |                                           | Practice your pitch with friends and take feedback          |
|                      |                                             |                                                                    |        |                                           | Attempt task 02 quiz                                        |
|                      |                                             |                                                                    | 3      | Execute offline marketing in local market | Identify people or locations in local for offline marketing |
|                      |                                             |                                                                    |        |                                           | Pitch to at least 10 real customers                         |
|                      |                                             |                                                                    |        |                                           | Collect contact details for WhatsApp Community invite       |
|                      |                                             |                                                                    |        |                                           | Close at least one sale                                     |
|                      |                                             |                                                                    |        |                                           | Write your offline marketing metrics                        |
|                      |                                             |                                                                    |        |                                           | Share your experience of doing this milestone               |
| Attempt task 03 quiz |                                             |                                                                    |        |                                           |                                                             |

### Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

| Milestone # | Milestone Name                                       | Milestone Description                                                 | Task # | Task Title                                        | Activity title                                                                  |
|-------------|------------------------------------------------------|-----------------------------------------------------------------------|--------|---------------------------------------------------|---------------------------------------------------------------------------------|
| 20          | Grow through collaboration and affiliation marketing | Use partners and affiliates to reach new audiences and generate sales | 1      | Understand affiliate marketing and collaboration  | Watch a video on what is affiliate marketing                                    |
|             |                                                      |                                                                       |        |                                                   | Read about top collaboration or affiliate marketing campaigns                   |
|             |                                                      |                                                                       |        |                                                   | Learn 10 common types of collaboration or affiliate marketing for your business |
|             |                                                      |                                                                       |        |                                                   | Pick 3 types that can work for your business                                    |
|             |                                                      |                                                                       |        |                                                   | Attempt task 01 quiz                                                            |
|             |                                                      |                                                                       | 2      | Design your affiliation model                     | Learn how to start an affiliation program                                       |
|             |                                                      |                                                                       |        |                                                   | Decide your commission structure                                                |
|             |                                                      |                                                                       |        |                                                   | Write a pitch for partnership                                                   |
|             |                                                      |                                                                       |        |                                                   | Attempt task 03 quiz                                                            |
|             |                                                      |                                                                       | 3      | Finalize one person or business for collaboration | Learn how to find a right partner for collaboration                             |
|             |                                                      |                                                                       |        |                                                   | Create a list of 5 to 10 people or businesses for collaboration                 |
|             |                                                      |                                                                       |        |                                                   | Send your partnership pitch to potential partners                               |
|             |                                                      |                                                                       |        |                                                   | Write the name of one final partner                                             |
|             |                                                      |                                                                       |        |                                                   | Attempt task 03 quiz                                                            |
|             |                                                      |                                                                       | 4      | Execute the collaboration                         | Explain how will the partner market your brand                                  |
|             |                                                      |                                                                       |        |                                                   | Post the link or screenshot of successful collaboration                         |
|             |                                                      |                                                                       |        |                                                   | Respond to new leads within 24 hours                                            |
|             |                                                      |                                                                       |        |                                                   | Close at least one sale                                                         |
|             |                                                      |                                                                       |        |                                                   | Attempt task 04 quiz                                                            |

|  |  |  |   |                            |                                                    |
|--|--|--|---|----------------------------|----------------------------------------------------|
|  |  |  | 5 | Measure your collaboration | Write number of leads generated                    |
|  |  |  |   |                            | Write number of sales closed and revenue generated |
|  |  |  |   |                            | Write what worked and how to improve collaboration |
|  |  |  |   |                            | Share your experience of doing this milestone      |
|  |  |  |   |                            | Attempt task 05 quiz                               |

### Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

| Milestone # | Milestone Name                 | Milestone Description                                                 | Task # | Task Title                             | Activity title                                                  |
|-------------|--------------------------------|-----------------------------------------------------------------------|--------|----------------------------------------|-----------------------------------------------------------------|
| 21          | Run your first ad on Instagram | Learn how to boost posts or run simple video ads to reach new viewers | 1      | Setup your Meta Business Suite         | Watch a video on why to run ads on Meta                         |
|             |                                |                                                                       |        |                                        | Learn different types of ads                                    |
|             |                                |                                                                       |        |                                        | Read the guide on Meta Ad account setup                         |
|             |                                |                                                                       |        |                                        | Setup your Meta Ad account                                      |
|             |                                |                                                                       |        |                                        | Attempt task 01 quiz                                            |
|             |                                |                                                                       | 2      | Design your first paid ad              | Watch samples of good ad designs for your business              |
|             |                                |                                                                       |        |                                        | Finalize your ad objective                                      |
|             |                                |                                                                       |        |                                        | Upload the final draft of your ad with final copy and creatives |
|             |                                |                                                                       |        |                                        | Attempt task 02 quiz                                            |
|             |                                |                                                                       | 3      | Define your target audience and budget | Watch a video on 'how to target the right people for ad'        |
|             |                                |                                                                       |        |                                        | Define your target audience                                     |
|             |                                |                                                                       |        |                                        | Learn how to decide the right budget for your ad                |
|             |                                |                                                                       |        |                                        | Decide your final budget                                        |
|             |                                |                                                                       |        |                                        | Attempt task 03 quiz                                            |
|             |                                |                                                                       | 4      | Launch your ad                         | Learn how to create and launch your ad                          |
|             |                                |                                                                       |        |                                        | Create your ad and review ad preview                            |
|             |                                |                                                                       |        |                                        | Upload the screenshot of launched ad                            |
|             |                                |                                                                       |        |                                        | Attempt task 04 quiz                                            |
|             |                                |                                                                       | 5      | Manage incoming leads from ad          | Draft a message for incoming leads                              |
|             |                                |                                                                       |        |                                        | Send draft message to leads within 24 hours                     |
|             |                                |                                                                       |        |                                        | Pitch your offer to leads and follow                            |

|  |  |  |   |                                   |                                                    |
|--|--|--|---|-----------------------------------|----------------------------------------------------|
|  |  |  |   |                                   | up                                                 |
|  |  |  |   |                                   | Close at least one sale                            |
|  |  |  |   |                                   | Attempt task 05 quiz                               |
|  |  |  | 6 | Measure<br>your ad<br>performance | Learn metrics to measure ad performance            |
|  |  |  |   |                                   | Write money spent and leads or impressions         |
|  |  |  |   |                                   | Mention CPL or CPM                                 |
|  |  |  |   |                                   | Write revenue generated and number of sales closed |
|  |  |  |   |                                   | Write what worked and how to improve ads in future |
|  |  |  |   |                                   | Share your experience of doing this milestone      |
|  |  |  |   |                                   | Attempt task 06 quiz                               |
|  |  |  |   |                                   |                                                    |
|  |  |  |   |                                   |                                                    |
|  |  |  |   |                                   |                                                    |
|  |  |  |   |                                   |                                                    |

## Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

| Milestone #                                   | Milestone Name                               | Milestone Description                                                             | Task # | Task Title                                       | Activity title                                                  |
|-----------------------------------------------|----------------------------------------------|-----------------------------------------------------------------------------------|--------|--------------------------------------------------|-----------------------------------------------------------------|
| 22                                            | Use Psychological Triggers to Increase Sales | Learn how to use urgency, pricing, and offers to increase conversions and revenue | 1      | Understand the psychological triggers            | Learn why people buy products                                   |
|                                               |                                              |                                                                                   |        |                                                  | Share a story of one product you purchased because of a trigger |
|                                               |                                              |                                                                                   |        |                                                  | Identify buying triggers for your business                      |
|                                               |                                              |                                                                                   |        |                                                  | Attempt task 01 quiz                                            |
|                                               |                                              |                                                                                   | 2      | Execute FOMO or urgency marketing                | Learn how to create a FOMO or urgency marketing campaign        |
|                                               |                                              |                                                                                   |        |                                                  | Write how will you create FOMO or urgency for your customers    |
|                                               |                                              |                                                                                   |        |                                                  | Create one FOMO/urgency marketing campaign                      |
|                                               |                                              |                                                                                   |        |                                                  | Launch your campaign on social media and community              |
|                                               |                                              |                                                                                   |        |                                                  | Attempt task 02 quiz                                            |
|                                               |                                              |                                                                                   | 3      | Execute one offer or discount marketing campaign | Learn how to create offer or discounting marketing campaigns    |
|                                               |                                              |                                                                                   |        |                                                  | Write how will you create an offer/discount campaign            |
|                                               |                                              |                                                                                   |        |                                                  | Create one offer/discount campaign for your customers           |
|                                               |                                              |                                                                                   |        |                                                  | Launch your campaign on social media and community              |
| Share your experience of doing this milestone |                                              |                                                                                   |        |                                                  |                                                                 |
| Attempt task 03 quiz                          |                                              |                                                                                   |        |                                                  |                                                                 |

### Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

| Milestone #                                   | Milestone Name                           | Milestone Description                                                                                                    | Task # | Task Title                                          | Activity title                                               |
|-----------------------------------------------|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------------|--------------------------------------------------------------|
| 23                                            | Use Data-Driven Marketing to Grow Faster | Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop. | 1      | Analyze your marketing data                         | Learn how businesses make decisions using data               |
|                                               |                                          |                                                                                                                          |        |                                                     | List 3 things that worked well and why                       |
|                                               |                                          |                                                                                                                          |        |                                                     | List 3 things that didn't work well and why                  |
|                                               |                                          |                                                                                                                          |        |                                                     | Attempt task 01 quiz                                         |
|                                               |                                          |                                                                                                                          | 2      | Re-execute top performing campaign                  | Re-execute top 1-2 campaigns for 1 week                      |
|                                               |                                          |                                                                                                                          |        |                                                     | Write how it helped generate leads or revenue                |
|                                               |                                          |                                                                                                                          |        |                                                     | Attempt task 02 quiz                                         |
|                                               |                                          |                                                                                                                          | 3      | Improve one low performing campaign and relaunch it | Pick one low performing campaign and write how to improve it |
|                                               |                                          |                                                                                                                          |        |                                                     | Improve the campaign and relaunch it                         |
|                                               |                                          |                                                                                                                          |        |                                                     | Measure its performance and see if it was better             |
| Share your experience of doing this milestone |                                          |                                                                                                                          |        |                                                     |                                                              |
|                                               |                                          | Attempt task 03 quiz                                                                                                     |        |                                                     |                                                              |

#### Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

| Milestone # | Milestone Name              | Milestone Description                                                                        | Task # | Task Title                         | Activity title                                           |
|-------------|-----------------------------|----------------------------------------------------------------------------------------------|--------|------------------------------------|----------------------------------------------------------|
| 24          | Plan your next growth phase | Document your 12 weeks of learning and create a 1 month plan to scale and grow your business | 1      | Review your progress               | List all the ideas you executed                          |
|             |                             |                                                                                              |        |                                    | Write which milestone helped you the most and how        |
|             |                             |                                                                                              |        |                                    | Write which milestone helped you the least and why       |
|             |                             |                                                                                              |        |                                    | Write your key learnings from this semester              |
|             |                             |                                                                                              |        |                                    | Create a not-to-do list for your business                |
|             |                             |                                                                                              |        |                                    | Attempt task 01 quiz                                     |
|             |                             |                                                                                              | 2      | Create your 1 month marketing plan | Learn how to create a 1 month marketing plan             |
|             |                             |                                                                                              |        |                                    | Set your marketing goal                                  |
|             |                             |                                                                                              |        |                                    | Create and upload your 1 month plan to achieve this goal |
|             |                             |                                                                                              |        |                                    | Share your experience of doing this milestone            |
|             |                             |                                                                                              |        |                                    | Attempt final semester quiz                              |

## **BMPD302-18 Mentoring and Professional Development**

### **Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

#### **Part – B (Outdoor Activities)**

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty in charges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.