

Study Scheme & Syllabus of

B. Voc. (Hospitality & Culinary Arts)

Batch 2025 onwards



By
Department of Academics
Board of Studies (Hotel Management & Tourism & Travel Management)
IKG Punjab Technical University

Semester First

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Internal	External		
BVHCA101-19	Introduction to Hospitality Industry	4	0	40	60	100	4
BVHCA102-19	Food Safety & Quality	4	0	40	60	100	4
BVHCA103-19	Commodities	4	0	40	60	100	4
BVHCA104-19	Fundamentals of Food Production	2	0	40	60	100	2
BVHCA105-19	Food Production Operations - 1	2	0	40	60	100	2
BVHCA106-19	Business Communication- 1	2	0	40	60	100	2
BVHCA107-19	Fundamentals of Food Production (Lab)	0	4	60	40	100	2
BVHCA108-19	Food Production Operations- 1 (Lab)	0	4	60	40	100	2
BVHCA109-19	Business Communication - 1(Lab)	0	4	60	40	100	2
BVHCA110-19	On Job Training Report	180 HRS			200	200	6
Total		18	12	420	680	1100	30

Semester Second

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Internal	External		
BVHCA201-19	Kitchen Management	4	0	40	60	100	4
BVHCA202-19	Food Science & Nutrition	4	0	40	60	100	4
BVHCA203-19	Business Communication -II	4	0	40	60	100	4
BVHCA204-19	Food Production operations- 11	2	0	40	60	100	2
BVHCA205-19	Basics of Bakery & Confectionary	2	0	40	60	100	2
BVHCA206-19	Food Production Operations-11(Lab)	0	4	60	40	100	2
BVHCA207-19	Basics of Bakery & Confectionary (Lab)	0	4	60	40	100	2
EMC-101-25	Entrepreneurship Setup and Launch	0	4	60	40	100	2
BVHCA208-19	On job training	30 Days			200	200	8
Total		16	8	320	580	900	30

Course code	Course title	Load allocation			Marks distribution		Total	Credits
		L	T	P	Internal	External		
BVHCA 301-19	Food production -III (oriental)	3	1	0	40	60	100	4
BVHCA 302-19	Food production- III (oriental practical)	0	0	4	60	40	100	2
BVCHA 303-19	Bakery and confectionery-II	3	1	0	40	60	100	4
BVHCA 304-19	Bakery and confectionery -II (practical)	0	0	4	60	40	100	2
BVHCA 305-19	Health, hygiene and medical protocols	4	0	0	40	60	100	4
BVHCA 306-19	Health, hygiene and medical protocols	0	0	4	60	40	100	2
BVHCA 307-19	Kitchen Store management	3	0	0	40	60	100	3
BVHCA 308-19	Basic accountancy	4	0	0	40	60	100	4
BVHCA 309-19	Basics of management	3	1	0	40	60	100	4
EMC-102-25	Entrepreneurship (Marketing Basics)	0	0	4	60	40	100	2
BMPD 302-18	Mentoring and professional development	1	0	0	25	0	25	1
	Total	21	3	16	445	480	925	32

INTRODUCTION TO HOSPITALITY INDUSTRY (BVHCA-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 SaiPrinto-Graphers, Delhi, 2007
- Bagri, S.C., Introduction to Hospitality Industry, IHC, Aman Pub. Delhi, 2008.

FOOD SAFETY & QUALITY (BVHCA-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:

- Rodays. -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
- Chakraborty, Amrita -Pesticides in food, Icfai Books, Hyderabad, 2010

COMMODITIES

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

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 PRODUCTION OPERATIONS

(BVHCA-105)

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)

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 BoookOf food Production (BTK), Aman Pub., N. Delhi, 2011.

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.

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, HorySankar - Business Communication: connecting at work-, Oxford university press, New Delhi 2014

PRACTICAL - FUNDAMENTALS OF FOOD PRODUCTION (BVHCA 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, payssane, mignonnete, 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 Sooking (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)

PRACTICAL FOOD PRODUCTION OPERATIONS (BVHCA 108)

- Basic stock (Brown, white, fish, vegetable)
- Sauces – Basic Sauces
- Cream soup – 3 Varieties
- Thin soups – 3 Varieties
- Thick varieties – 3 varieties
- Fish – Orly, 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.

PRACTICAL - BUSINESS COMMUNICATION (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

SEMESTER 2

KITCHEN MANAGEMENT

(BVHCA-201)

Unit-I: Kitchen Reporting Structure

- Prepare for food and kitchen activities- F&B Production
- Hierarchy
- Reporting structure
- Guidelines for operational kitchen as per work station requirement

Unit-II: Organization Policy

- Standardized recipe system format
- Maintain IPR
- Occupational health and safety requirements
- Standards and objective of hygiene standards
- Sanitation guidelines at workplace

Unit-III: Safety Procedure in Operations

- Maintain safety at workplace
- Identification of equipment
- Handling and uses
- Cleaning procedure of equipment

Unit-IV: Menu Knowledge

- Introduction, Types –Ala Carte & Table D’hote, Menu Planning,
- Considerations and Constraints

Unit-V: Menu Terminology

- Menu Terms, Classical French Menu
- Classical Foods its Accompaniments

Suggestive Reading:

- Vikas Singh - Text Book Of food Production (BTK)- ,Aman Publication New Delhi 2011
- Bali, Parvinder S - Quantity Food Production Operations and Indian Cuisine., Oxford London 2013
- Arora, Krishna - Theory of Cookery-, Frank Bros., New Delhi 2009
- Philip, Thangam E- Modern Cookery, 5th edition, Anna Salai, Chennai 2009
- Aggarwal, D.K., Kitchen Equipment & Design, Aman Publications, New Delhi, 2006
- Gussain, K.S.- Modern Menu Planning in Hotel- Cyber Tech Pub, New Delhi 2009
- Mcvety, Paul J- Fundamentals of menu planning-., 3rd edition John Wiley & Sons, New Jersey

FOOD SCIENCE & NUTRITION

(BVHCA-202)

Unit-I: Energy and Basic Aspects

- Energy, Its Units of Measurements (kcal)
- Energy Contribution from Macronutrients (Carbohydrates, Proteins & Lipids)
- Factors Affecting Energy Requirements
- Definition of Terms - Health, Nutrition & Disease
- Functions and Importance of Food

Unit-II: Macronutrients and Micronutrients

- Macronutrients
- Definition
- Classification.
- Dietary Sources.
- Functions.
- Significance
- Carbohydrates, Proteins & Lipids.
- Micro Nutrients
- **A. Vitamins**
- Definition And Classification (Water and Fats Soluble Vitamins)
- Food Sources, Function and Significance Of:
 - 1. Fat Soluble Vitamins (Vitamin A, D, E, K)
 - 2. Water Soluble Vitamins (Vitamin C, Thiamine, Riboflavin, Niacin, Pyridoxine, Cyanocobalamin, Folic Acid)
- **B. Minerals**
- Definition And Classification (Major and Minor)
- Food Sources, Function and Significance Of
 - Fat Soluble Vitamins (Vitamin A, D, E, K)

Unit-III: Water

- Definition
- Dietary Sources (visible, invisible)
- Functions of water

Suggestive Reading:

- Roday, Sunetra, Food Science and Nutrition, Oxford University Press, New Delhi 2015
- Jain, N.K., Text book of nutrition and digestion, Cyber tech, New Delhi 2012
- Ruth, S.K., Food and Nutrition Technology, Navyug Pub, New Delhi, 2009.
- Blank, F.C, Hand Book of Foods and Nutrition, Agrobios, Jodhpur, 2002

BUSINESS COMMUNICATION II

(BVHCA-203)

UNIT I

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: Galgotia Publishing Company

Reference books

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

FOOD PRODUCTION OPERATIONS- II

(BVHCA -204)

REGIONAL INDIAN CUISINE: Introduction to Regional Indian Cuisine, Heritage of Indian, Cuisine, Factors that affect eating habits in different parts of the country, Cuisine and its highlights of different states/regions/communities To be discussed: Geographic location, Historical background, Seasonal availability, Special equipment, Staple diets, Specialty cuisine for festivals and special occasions

STATES

Andhra Pradesh, Bengal, Goa, Gujarat, Karnataka, Kashmir, Kerala, Madhya Pradesh, Maharashtra, North Eastern States, **P u n j a b , R a j a s t h a n , T a m i l** Nadu and Uttar Pradesh/Uttaranchal

COMMUNITIES

Parsee, Chettinad, Hyderabadi, Lucknawi, Avadhi, Malbari, Christian and Bohri

DISCUSSIONS

Indian Breads, Indian Sweets, Indian Snacks

BASICS OF BAKERY & CONFECTIONARY

(BVHCA-205)

Introduction: Scope of Bakery and Confectionary, Bakery terms, Organization chart of bakery

Flour: Structure of wheat, Types of Wheat, Types of Flour, Processing of Wheat – Flour, Uses of Flour in Food Production, Cooking of Flour (Starch)

BREADS: Principles of bread making, Simple yeast breads, Role of each ingredient in bread making, baking temperature and its importance

CAKES: Ingredients used in cake making, cake making methods, characteristics of cakes, cake fault remedies, types of icings

PASTRY: Short crust, Laminated, Choux, Hot water/Rough puff, Recipes and methods of preparation, Differences, Uses of each pastry, Care to be taken while preparing pastry, Role of each ingredient, Temperature of baking pastry

PASTRY CREAMS: Basic pastry creams, Uses in confectionery, Preparation and care in production.

CHOCLATES: Identify different forms, in which coco and chocolates are available, Explain the process of chocolate tempering, chocolate designs, garnishes and presentations

FOOD PRODUCTION OPERATIONS- II

LAB (BVHCA -206)

To formulate 36 sets of menus from the following dishes and to include more dishes from the respective regions.

Maharashtra, Awadhi, Bengal, Goa, Punjabi, South India (Tamilnadan, Karnataka, Kerala), Rajasthan, Gujarat, Hyderabad, Kashmiri

Suggested Menus: MAHARASTRIAN

MENU 01

Masala Bhat, Kolhapuri Mutton, Batata Bhajee, Masala Poori, Koshimbir, Coconut Poli.

MENU 02

Moong Dal Khichdee, Patrani Macchi, Tomato Saar, Tilgul Chapatti, Amti, Basundi.

AWADHI

MENU 01

Yakhni Pulao, Mughlai Paratha, Gosht Do Piazza, Badin Jaan, Kulfi with Falooda.

MENU 02

Galouti Kebab, bakarkhani, Gosht Korma, Paneer Pasanda, Muzzafar.

BENGALI

MENU 01

Ghee Bhat, Macher Jhol, Aloo Posto, Misti Doi.

MENU 02

Doi Mach, Tikoni Pratha, Baigun Bhaja, Payesh.

MENU 03

Mach Bhape, Luchi, Sukto, Kala Jamun.

GOAN

MENU 01

Arroz, Galina Xacutti, Toor Dal Sorak, Alle Belle.

MENU 02

Coconut Pulao, Fish Caldeen, Cabbage Foogath, Bibinca.

PUNJABI

MENU 01

Rada Meat, Matar Pulao, Kadhi, Punjabi Gobhi, Kheer.

MENU 02

Amritsari Macchi, Rajmah Masala, Pindi Chana, Bhaturas, Row Di Kheer.

MENU 03

Sarson Da Saag, Makki Di Roti, Peshawari Chole, Motia Pulao, Sooji Da Halwa.

MENU 04

Tandoori Roti, Tandoori Murg, Dal Makhani, Pudinia Chutny, Baingan Bhartha, Savian.

SOUTH INDIAN

MENU 01

Meen Poriyal, Curd Rice, Thoran, Rasam, Pal Payasam.

MENU 02

Lime Rice, Meen Moilee, Olan, Malabari Pratha, Parappu Payasam.

MENU 03

Tamarind Rice, Kori Gashi, Kalan, Sambhar, Savian Payasam.

MENU 04

Coconut Rice, Chicken Chettinad, Avial, Huli, Mysore Pak.

RAJASTHANI

MENU 02

Dal Batti Churma, Besan Ke Gatte, Ratalu Ki Subzi, Safed Mass.

GUJRATI

MENU 01

Sarki, Brown Rice, Salli Murg, Gujrati Dal, Methi Thepla, Shrikhand.

MENU 02

Gujrati Khichadi, Oondhiyu, Batata Nu Tomato, Osaman, Jeera Poori, Mohanthali.

HYDERABADI

MENU 01

Sofyani Biryani, Methi Murg, Tomato Kut, Hare Piaz ka Raita, Double Ka Meetha.

MENU 02

Kachi Biryani, Dalcha, Mirchi Ka Salan, Mix Veg. Raita, Khumani Ka Meetha.

KASHMIRI

Two menus may be formed out of the Dishes given as under:

Rice and Bread Preparations: Mutaegen, Pulao (Kashmiri), Plain Rice, Girdeh, Lawas

Meat Preparations: Gushtaba, Rista, Marchevangan korma, Macch Kofta, Yakhean
Kaliya, Tabak Maaz, Rogon Josh

Vegetables and Potato: Ruwangan chaman, Choek wangan, Chaman Qaliyan Alleh Yakhean,
Dum, Aloo Kashmiri, Nader Palak, Razma Gogji

Sweet Dishes: Kongeh Phirin (Sooji phirni with Saffron), Aae't phirin (Wheat Flour Phirni),
Halwa

Chutneys: Mujeh cheten, Ganda Cheten, Duen cheten, Aleh cheten (pumpkin chutney)

Note: In addition to above each institute to formulate 08 (eight) set of regional menus including snacks, sweets etc.

BASICS OF BAKERY AND CONFECTIONARY (LAB)
(BVHCA -207)

UNIT 1: Introduction to ingredients/ equipment's: Identification and uses of equipments- large, medium, and small

UNIT 2: Mixing methods: Basic steps involved in mixing ingredients- Kneading, stirring, whipping, creaming etc

UNIT 3: Bread Preparations: Basic buns, fruit buns, hot cross buns, garlic rolls, milk bread, bread loaf, raisin bread, masala bread, fermented doughnuts, brioche, baba au rhum, French bread, Chelsea bread, croissants, burger buns, pizza base.

UNIT 4: Cake making: Plain sponge, Madeira cake, Rock cake, Fruit cake, Fatless sponge, Swiss rolls, Genoise sponge.

UNIT 5: Basic Pastry & Derivatives: Short crust pastry, Choux pastry, Puff pastry, Flaky pastry

UNIT 6: Icings and Toppings: Fondant, American frosting, butter cream icing, royal icing, gum paste, marzipan, marshmallow, lemon meringue, fudge, almond paste, glaze icing.

UNIT 7: Puddings and Desserts:

Hot dessert: caramel custard, soufflé chaud, bread and butter pudding

truffle Cold dessert: Bavarois, ginger pudding, cold lemon soufflé, chocolate mousse, fruit

EMC-101-25	L	T	P
Entrepreneurship Setup and Launch	0	0	4

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

Week	Learning Goal	Measurable Outcome
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	- Introduces key concepts in a simple and engaging way - Includes, examples, and 1-2 interactive discussions or quizzes
Action Lab	~2 hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission (e.g., video, reflection, or proof of action)
Resources	Self-paced	- Supplementary videos, short readings, real-life stories, and tools to deepen understanding at their own pace

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 revenue or profit targets (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](#)

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
(BVHCA-208)**

Property: Three star or above three-star hotel

Department Division: 60 days in Food production or 60 Days in Bakery and Confectionary

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, types of kitchens, Different food preparations, SOP-Indenting, Recipes

Chapter IV-Bakery and Confectionary: - Hierarchy, Duties and Responsibilities, Types of ovens, equipment's, preparation of various products, Recipes

Chapter V-Suggestions & Conclusions

Annexure

SEMESTER 3

FOOD PRODUCTION -III (ORIENTAL) BVHCA 301-19

Objective/s and Expected Outcome:

To develop and enhance knowledge and skills of students in international cuisine. Understanding the international standards of hotel and food industry. Students will be able to plan indent according to menu and dishes focusing on special ingredients of the cuisine. Moreover, deep study of herbs and flavors will make students understand the enhancement of aroma and flavor of food by various herbs.

<u>UNIT-1</u>	. INTERNATIONAL CUISINE A. Geographic location B. Historical background C. Staple food with regional Influences D. Specialities E. Recipes F. Equipment in relation to: China Hong Kong Japan Malaysia Thailand
<u>UNIT-2</u>	PRODUCTION MANAGEMENT A Kitchen Organization B Allocation of Work - Job Description, Duty Rosters C Production Planning D Production Scheduling E Production Quality & Quantity Control F Forecasting & Budgeting G Yield Management
<u>UNIT-3</u>	FOOD PRESENTATION PRINCIPLES: Basic presentations, Modern perspectives, use of technology, Use of contemporary plates, Role and use of garnish, U n c o n v e n t i o n a l garnishes, P l a t e Presentation techniques

UNIT-4	MOLECULAR GASTRONOMY - History and development - Chemical structure of proprietary food - Carbohydrates in MG - Equipments and Chemicals - Emulsion - theory and application - Culinary cooking process i) Heating ii) Conduction iii) Convection iv) Radiation v) Freezing
REFERENCES:	- Le Rol A.Polsom. The Professional Chef - Bo Friberg (2002) The Professional Pastry Chef, Fourth Edition Wiley & Sons INC - Cessarani & Kinton (2007). Theory of Catering. Hodder Education Publisher - K Arora (2008), Theory of Cookery. Frank Brothers - Fuller J. Barrie & Jenkins. Accompaniments & Garnishes from waiter S. C Dubey. Bakery & Confectionery. Society of Indian Bakers - Philip E. Thangam (2010) Modern Cookery (Vol-I) Orient BlackSwan - Kinton R Cessarani V., Foskett D. (2000) Practical Cookery (9th edition) Hodder Education

FOOD PRODUCTION -III (ORIENTAL - LAB) BVHCA 302-19

Cuisines Covered

- Mainland China
- Taiwan
- Hong Kong
- Japan
- Indonesia
- Malaysia
- Thailand
- Burma
- Philippines

Each menu should have details as below:

STARTER / SOUP	
	ANY MEAT PRODUCT
	VEGETABLE

MAIN COURSE	STARCH
	BREAD
	SAUCE
DESSERT	HOT / COLD

BAKERY AND CONFECTIONERY-II BVHCA 303-19

UNIT 1: Bakery layout – The required approvals for setting up of a Bakery – Government procedure and Bye-laws.

- Selection of site
- Selection of equipment.
- Layout design
- Electricity

UNIT 2: Different Preparations of Breads

Simple yeast fermented products: Bread Sticks, Bread Rolls and Soft Rolls

Flavored Breads: Basic Buns, Fruit Buns, Hot Cross Buns, Tomato Rolls and Garlic Rolls **Rich**

Yeast Fermented Breads: Brioche, Fermented Doughnuts, Baba au Rhum, Savarin **Bread**

Loafs: Milk Bread, Bread Loaf, Currant Loaf, Whole Meal Bread, Masala Bread, and Raisin Bread

International Bread: French bread, Chelsea Buns

Laminated Yeast Breads: Danish pastry croissants

Burger Buns, Pizza Base

UNIT 3 : PASTRY

A. Short crust

B. Laminated

C. Choux

D. Hot water/Rough puff

2 Recipes and methods of preparation

3 Differences

4 Uses of each pastry

5 Care to be taken while preparing pastry

6 Role of each ingredient

7 Temperature of baking pastry

E. Pie / Doughnut / Pancakes / Waffles

UNIT 4 : EGGLESS BAKERY

- Eggless sponge
- Eggless cake
- Caramel Custard
- Fruit Custard

REFERENCE BOOKS

- Basics Of Baking: Sandeep Malik
- Food Production Operations: Parvinder S Bali

- Culinary Institute of America: Professional Chef
- Professional Baking: Wayne Cisskin
- Basics of Baking: Sandeep Malik
- Food Production Operations: Parvinder S Bali
- Culinary institute of America: Professional Chef

BAKERY AND CONFECTIONERY-II – LAB

BVHCA 304-19

BAKERY PRACTICAL

- Breakfast Breads and Rolls
 - (Danish, Croissants, Muffins, Brioches, Donuts, Fritters, Waffles And Pancakes)
- Types Of Paste
 - (Tarts, Tartlets, Cookies, Biscuits, Scones),
- Puffs Ad Derivates
 - (Puff Pastry and Its Derivates),
- Bakery In Different Cuisines
 - (German, Italian, French, Mediterranean),
 - Eggless Cakes

CONFECTIONARY PRACTICAL

- Chocolate works and art,
- Trouffles Ganache, Tempering, Moulding
- Frozen desserts
- Soufflés

HEALTH, HYGIENE AND MEDIC HEALTH, HYGIENE AND MEDICAL PROTOCOLS
BVHCA 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, ensuing 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.

Unit 1	Health Determinants and Standards - Individual health parameters Determinants of Health, Key health indicators, Importance and Source of Public-health Data, Health status in India: Standards, Occupational health: Labour Law and ESI International Agencies in Public Health: 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) Understanding various types of diseases and their spread 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
Unit 2	Understanding Personal hygiene, Health: Definition, Determinants of health, mental health, Maintaining health, Role of science in health, Role of public health, Self-care strategies, Hygiene: Concept of hygiene, Home and everyday life hygiene 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. Health and medical Audit: 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.
Unit 3	Food Hygiene Food Hygiene & Kitchen Safety: Cooking & baking, hygiene, Disinfection and sterilization, Food preparation, Temperature, Food poisoning Contamination, Cooking and reheating food, balance diet Nutrients: Carbohydrates, Fiber, Fat, Essential fatty acids, Protein, Minerals, Macrominerals, Trace minerals Vitamins, Water Other nutrients: Antioxidants, Phytochemicals, Intestinal bacterial flora. SOPs for Control of Food Poisoning and Intoxication

Unit 4	First Aid and First Aid Box Aims of first aid & the role of a manager, Incident management, communicating with a patient, Contents of a first aid kit, Life Saving Skills: Primary survey, The recovery position / safe airway position, The chain of survival, Cardiopulmonary Resuscitation (CPR), Using an Automated External Defibrillator (AED), Choking, Bleeding, Medical Protocols Introduction to Quality and Patient safety: including Basic emergency care and life support skills, WHO and ICMR guidelines for the prevention of infectious control, Infection prevention and control measures of following diseases: air born, water born and food borne illness (tuberculosis, cholera) influenza, hepatitis. Basic Immunization/vaccination of staff.
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HEALTH, HYGIENE AND MEDICAL PROTOCOLS – LAB BVHCA 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.

STORE MANAGEMENT

- **Types, principles, layout and control.**
- **Planning storage spaces**
- **Sanitation, safety and security of stores**
- **Inventory management, EOQ, Re-order levels, Bin management**
- **HACCP as control tool**
- **Forms and formats**

FOOD CONTROL CYCLE

- 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
- Centralised Purchasing
- Methods of Purchasing in Hotels
- Purchase Order Forms
- Ordering Cost
- Carrying Cost
- Economic Order Quantity
- Practical Problems

RECEIVING CONTROL

- 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

STORING & ISSUING CONTROL

- 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/nonperishables)
- 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 & Cleanliness of area

BASIC ACCOUNTANCY
BVHCA 308-19

Unit I

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.

Unit II

Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.

Unit III

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.

Unit IV

Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.

REFERENCE BOOKS

- Sharma, R.K. and Shashi K. Gupta, Management Accounting, Kalyani Publisher, Ludhiana.
- Gupta, R.L., Booking keeping & Accounting, Sultan Chand, New Delhi
- Grewal T.S., Introduction to Accounting, S. Chand

Unit I

Introduction: Concept of Management, Scope, Functions and Principles of Management. Evolution of Management Thought (Basic concepts of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought)

Unit II

Planning: -Meaning, Need & Importance, types, levels, advantages & limitations, Process of Planning, Objectives, Policy & Procedures. Forecasting – Meaning, Need & Techniques. Decision Making - Meaning, Types & Process

Unit III

Organizing: Meaning, Importance, Patterns of Organization, Life & Staff relationship, Centralization & decentralization, Staffing: Nature & scope of Staffing, Manpower planning, Selection & Training. Performance Appraisal: Meaning and importance; Directing: Meaning, Nature & scope

Unit IV

Motivation: Meaning, importance Leadership: Meaning, importance, qualities & functions of leaders Communication: -Types & Importance; Controlling: Need, Nature, importance, Process & Techniques

REFERENCE BOOKS

- Srinivasan, R. and S.A. Chunawalia, Management Principles & Practice, Himalaya Publishing House, New Delhi.
- Prasad, L.M., Principles & Practice of Management, Sultan Chand & Sons, New Delhi.
- Koontz Harold and Heinz Weihrich, Management, Mc Grwa Hill
- Burton and Thakur, Management Today- Principles and Practices, Tata Mc Graw Hill

Semester Snapshot - Semester 3

Entrepreneurship 102/201 (Marketing Basics)
GMC-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 #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
13	Learn marketing fundamentals to scale your business	Learn how you can use multiple types of marketing to scale your business and grow your revenue	1	Understand what is marketing	Watch a video on marketing fundamentals
					Read examples of famous marketing campaigns in India
					Explain what you learned about marketing
					Attempt task 01 quiz
			2	Learn different types of digital marketing	Watch a video on what is digital marketing
					Read a document on types of digital marketing
					Write what what kind of digital marketing works best for your business and why
					Attempt task 02 quiz
			3	Write 3 marketing ideas for your business	Read a document on how businesses like yours are using marketing to generate revenue
					Write 3 marketing ideas to scale your business
					Validate your ideas with 3-5 people
					Shortlist the best idea and explain how it will generate revenue
					Share your experience of doing this milestone
Attempt task 03 quiz					

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
14	Build and activate your WhatsApp community	Build a WhatsApp community for your users and use it to generate trust, engagement, and sales	1	Create your WhatsApp community	Watch a video on why you should build a WhatsApp Community
					Read a document on how to create a WhatsApp community
					Enter the name of your community
					Upload your WhatsApp community link
					Attempt task 01 quiz
			2	Invite people to join your WhatsApp community	Read a few sample invite and welcome messages
					Draft an invite message to invite 50 people to join your community
					Draft a welcome message for your community members
					Upload a screenshot of your welcome message
					Attempt task 02 quiz
			3	Engage your community users and start building trust	Learn 'how to engage people in your community'
					Read top 10 community engagement ideas for your business
					Write 5 types of content to post weekly in your community
					Create and upload your weekly calendar
					Attempt task 03 quiz
			4	Get 3 sales from your WhatsApp Community	Learn how to do soft-selling on community
					Create a community-only offer
					Learn how to convert interested people into paid customers
					Write a simple plan to generate 3 sales per month from the community
Share your experience of doing this milestone					
Attempt task 04 quiz					

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

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
					Attempt task 02 quiz
			3	Finalize your content pillars	Watch a video on 'what are content pillars'
					Read examples of 'content pillars'
					Write 5 content pillars for your social media strategy
					Attempt task 03 quiz
			4	Create your weekly social media plan	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					

Milestone 17: Trust-led Marketing

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 ne #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
17	Generate leads and turn them into sales	Use testimonials, conversations, and daily posts to generate leads and close sales.	1	Use social proof to 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 people share their 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 users with 3-5 days content sprint and generate 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 leads into 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.

Milest 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
					Attempt task 02 quiz
			3	Launch one viral campaign to increase customer reach	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
					Attempt task 03 quiz
			4	Promote your campaign to make it viral	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 your ad 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.

