

**ACADEMIC REGULATIONS FOR B.A. (Hons) IN CULINARY ARTS –
SEMESTER SCHEME TO BE ADOPTED FROM THE ACADEMIC YEAR 2021 ONWARDS**

B.A. (Hons) IN CULINARY ARTS

GURUGRAM UNIVERSITY

Mayfield Garden, Sector 51, Gurugram, Haryana 122003

<https://gurugramuniversity.ac.in/>

e-mail: admission.gurugramuniversity@gmail.com

AN INTRODUCTION: B.A. (HONS) IN CULINARY ARTS

This course BA (Hons) in Culinary Arts addresses the requirements of graduates seeking managerial employment in the Indian and the international hospitality and culinary industries. It provides a vocationally relevant course of education that is intellectually challenging and will prepare students for a career in management in the Culinary Industry, by providing the students with the following:

Knowledge

1. Describe and explain relevant theory, principles and concepts as well as their application in food preparation, production, presentation and other culinary practices.
2. Recognise culinary applications and gastronomy in an international environment.
3. Interpret the established culinary traditions in a contemporary context and an appreciation of Indian culinary culture and hospitality.
4. Explain the role and impacts of culinary businesses in the development of environmental, social and financial sustainability.
5. Recognise and develop entrepreneurial spirit, thus potential culinary business opportunities and identify appropriate methodologies to exploit them.

Competencies

6. Compose complete meals by applying cooking and knife techniques as well as sanitation and safety procedures.
7. Develop critical thinking skills within culinary context through a foundation of broad and varied academic fields of study.
8. Contribute to sustainable and responsible management of resources in a commercial culinary environment.
9. Demonstrate the ability to make decisions, solve problems and think critically in culinary business-related scenarios, using a fundamental base of business knowledge.
10. Undertake tasks and responsibilities with quality and spirit of service and collaboration.
11. Apply effective verbal and non-verbal communication to ensure delivering the right impression and impact when dealing with clients and colleagues.

Mindset

12. Contribute to innovation and development of culinary practices.
13. Embrace culinary arts as a form of art and science, attitude and experience which will foster career development and/or entrepreneurial direction in the long run.
14. Elaborate adequate behaviors and attitudes in different professional and cultural situations.
15. Develop problem solving and critical thinking skills through creativity.
16. Apply emotional intelligence in a service orientation.
17. Use cognitive flexibility in negotiations.
18. Manage teams effectively.

**ACADEMIC REGULATIONS FOR BA(H)CA - SEMESTER SCHEME TO BE ADOPTED FROM THE
ACADEMIC YEAR 2021 ONWARDS**

THREE YEAR B.A. (Hons) in CULINARY ARTS

A. ADMISSION AND ELIGIBILITY

1. The duration of the **B.A. (Hons) in CULINARY ARTS** (BA(H)CA) shall be three academic years. Each year shall be divided into two semesters. Thus, the BA(H)CA Programme shall comprise of six semesters spread over three years. On the completion of all six semesters, the students will be awarded the **B.A. (Hons) in CULINARY ARTS** (BA(H)CA). **A candidate can complete all the six semesters within a maximum period of 6 years from the date of admission to the first semester of the programme.**
2. Admission to the first semester of the Programme shall be open to candidates who have passed

Senior Secondary Examination i.e. 10+2 with at least 50% marks (pass marks in case of SC/ST candidates) in aggregate from Board of School Education Haryana, Bhiwani or any other examination recognized by Gurugram University as equivalent thereto.
3. The first to sixth-semester examination shall be open to a regular student who:
 - a) bears a good moral character.
 - b) has been on the rolls of the Institute for the concerned semester.
 - c) has at least 75% attendance in the class during the concerned semester.
4. The candidate may be promoted to the next semester class automatically unless detained from examination on any genuine grounds.

B. EXAMINATION

5. Every candidate shall be examined in the subject(s) as laid down in the Scheme of Examinations/Syllabus prescribed by the Academic Council from time to time.
6. The external examiner(s) will set the question papers as per the criteria laid down in the Scheme of Examinations for the programme.
7. **The medium of instruction and examinations shall be English ONLY.**
8. The last date of receipt of admission forms and fees shall be fixed by the Vice-Chancellor of the University.

9. The amount of examination fee to be paid by a candidate for each semester shall be as per the decision of the University from time to time.
10. The Examinations for the odd semesters shall ordinarily be held in December/January and for the even semesters in May/June or on such dates as may be fixed by the Vice-Chancellor.

All Supplementary examinations will be held for re-appear/failed candidates along with regular semester examinations in respective odd/even semesters.

11. The Director/Principal of the Institute/College shall forward, a list of the eligible students who have satisfied the requirements of rules for appearing in the Examinations to the Controller of Examinations, as per the schedule of examinations of the University.
12.
 - a) As soon as possible, after the termination of the examinations, the Controller of Examinations shall publish a list of candidates who have passed the Semester Examinations.
 - b) Each successful candidate shall receive a copy of the Detailed Marks Card on having passed the Semester Examinations.
13. The list of successful candidates after the sixth-semester examinations shall be arranged in three divisions based on aggregate marks obtained in the first to sixth-semester examinations (for the award of BA(H)CA) taken together and the division obtained by the candidate will be stated in his degree as under:
 - (a) Those who obtain 40% marks but less than 50% marks – THIRD DIVISION
 - (b) Those who obtain 50% marks but less than 60% marks – SECOND DIVISION
 - (c) Those who obtain 60% or more marks – FIRST DIVISION.
 - (d) Those who pass all the semesters examination (1st to 6th semester) at the first attempt obtaining 75% or more marks in the aggregate shall be declared to have passed with – DISTINCTION.

C. EVALUATION

14.
 - a) The Director/Principal of the concerned Institute/College shall forward the Internal Assessment marks of the students, as per the scheme of examinations, wherever specified, to the Controller of Examinations as per the following criteria:

| | |
|--|----------|
| i. Seminar presentation, class participation, and Attendance | 10 marks |
| ii. Case analysis and presentation | 05 marks |
| iii. Class test(s) | 05 marks |
 - b) The Director/Principal of the Institute/College will preserve the records based on which the Internal Assessment awards etc. have been prepared for inspection if needed by the University up to one month from the date of declaration of the semester examinations results. This record, including attendance, will be disposed of after one month.

15.
 - a) The internal assessment/training report/project report awards of a candidate who fails in any semester/paper(s) shall be carried forward to the next examinations.
 - b) Candidate(s) who has not obtained pass marks in the Internal Assessment in any paper(s) etc. will be provided an opportunity to appear before the Committee of Examiners, to be constituted by the Director/Principal of the Institute/College, to re-assess performance of the candidate, corresponding to the schedule given for supplementary examinations in and the Internal Assessment/Practical/Viva-voce given by the Committee shall be final.
 - c) A candidate who fails to obtain pass marks in the training report/ viva-voce shall have to re-appear before the board of examiners as laid down as per the schedule specified for supplementary examinations.
16.
 - a) Every student of BA(H)CA shall be required to undergo one practical training internship (Semester III) in a food service industries organisation for eighteen weeks prescribed in the syllabus.
 - b) The candidates shall be required to undergo training in the various areas of the organisation concerned. The organisation may assign a specific project to the candidate, which will be completed by him/her during the period of training. The work done by the candidate during the training period shall be submitted in the typed format of two copies of a training report. The last date for the receipt of the training report in the office of the Controller of Examinations shall be one month after the date of completion of training.
 - c) The evaluation of the Training Report shall be done by the examiner(s) appointed by the Gurugram University.
17. The comprehensive viva-voce shall be conducted by an External Examiners to be appointed by the Vice-Chancellor of Gurugram University, consisting of the following members:
 - a) One Internal Faculty, nominated by the Director/Principal of the concerned Institute/College;
 - b) One External Examiner from the academic field; and
 - c) One Executive from a service organization (Two members shall form the quorum.)
18. The practical exam(s) of the courses (wherever specified) shall be conducted by the following Board of Examiners, consisting of two members:
 - a) One internal faculty member (to be appointed by the Director of the concerned Institute); and
 - b) One external examiner (to be appointed by the Vice-Chancellor on the recommendations of the UG Board of Studies in Management.
19. The minimum percentage of marks to pass the examination in each semester shall be:
 - a) 40% in each written papers and internal assessment/computer practical/workshop.
 - b) 40% in Training Report and Viva-Voce/Comprehensive Viva-voce, separately.

- c) 40% in the total of each semester examination.

D. OTHER PROVISIONS

20. There will be no improvement facilities available to BA(H)CA students. However, grace marks will be allowed as per University Rules.
21. A candidate admitted as a regular student in BA(H)CA Programme would be eligible for transfer of his candidature to any affiliated institution/college of Gurugram University running the above programme subject to availability of seats.
- a) However, migration can take place only at the beginning of the second year. No migration shall apply to candidates in the first year and final year.
- b) For migration, 75% attendance is compulsory in the last attended semester and no reappearing examination will be allowed from last semester examination.
22. Any dispute arising on account of implementation of this ordinance shall be referred to a committee of three members to be appointed by the vice-chancellor and its decision shall be final and binding on all. The procedure and rules for this programme, the implementation shall be binding on the college/ institutes, which will be framed and approved by the University from time to time.
23. Nothing in this Ordinance shall deem to debar the University from amending the Ordinance and the same shall apply to all the students whether old or new.
24. Any other provision not contained in the above shall be governed by the rules and regulations framed by the University from time to time particularly about the common ordinance for Undergraduate Programmes of the University.

B.A (Hons.) Culinary Arts

The BA (H) Culinary arts programme holds a distinct attraction to aspiring students as it has large scope of career options. After graduation it paves the path for a sure-shot entry to the hospitality i. The main objective of this programme is to enable the students understand the human civilization through the choice of food style and development of taste from past to the present. The programme grooms the students and moulds them into individuals with excellent cooking skills and confidence with values such as sense of responsibility and consciousness towards the society.

Graduate Attributes

- Teamwork and communication skills.
- Creative and critical thinking and problem solving
- Intercultural and ethical competency
- Deep discipline knowledge and intellectual breadth

Program Outcomes

- PO1:** To develop a comprehensive understanding of the theories and practical applications of their subject.
- PO2:** To acquire a sense of social responsibility and service to the greater good of humanity.
- PO3:** To foster scientific temper, creative ability, and cross-cultural sensitivity.
- PO4:** To provide the students opportunities in terms of employment and further self-development.
- PO5:** To develop ability for advanced critical thinking and ability to formulate logical arguments.
- PO6:** To acquire the capability to work independently, as well as a member of the diverse team,
- PO7:** To develop awareness about the existing social and cultural constructs and develop strategies to contribute to the wellbeing of society.
- PO8:** To understand the scope of the discipline and be motivated to pursue the contemporary developments and happenings.
- PO9:** To be competent in language and communication skills for interacting with diverse audiences in a variety of contexts and genres.
- PO10:** To be able to use digital sources to aid and augment their scholastic pursuits.
- PO11:** To be able to cook food using a wide variety of methods.
- PO12:** To be able to deliver world-class meal experiences and be a credit to society.

Programme Specific Outcomes of B.A (Hons.) Culinary Arts.

- PSO1:** To develop competence in the structure, levels and discourse functions of the English language
- PSO2:** To appreciate different menus with respect to its genre and history.
- PSO3:** To gain an understanding of the social and cultural connotations associated with the culinary field of work.
- PSO4:** To be able to critically analyze and apply the menus, theories with respect to other disciplines.
- PSO5:** To be able to recognize and comprehend different varieties of Cuisine and develop a different style and process of cuisine of their own.
- PSO6:** To apply their knowledge and skills to a wide range of industries and academia.

Course Structure

B.A. (Hons) CULINARY ARTS YEAR 1, SEMESTER – I

| Module No. | Subject | Periods | | | Evaluation Scheme | | | | | | Univ Practic al | Total | Credit s |
|------------|--|---------|---|---|---|----|----|-----|----------------------------|--------------|-----------------------|-------|-------------|
| | | L | T | P | Internal Exam Ordinance Clause 13(A) | | | | Univ Theor y Exam | Sub Total | | | |
| | | | | | TA | CA | CT | TOT | | | | | |
| BACA101 | Fundamental Culinary Techniques | 2 | 0 | 8 | 10 | 5 | 5 | 20 | 80 | 100 | 50 | 150 | 6 |
| BACA102 | Culinary Operations I | 3 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 3 |
| BACA103 | Culinary Management I | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA104 | Applied Communication I | 3 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 3 |
| BACA105 | Applied Mathematics and Software Tools | 3 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 3 |
| BACA106 | Disaster Management | 4 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| Total | | | | | | | | | | | | 650 | 23 |

B.A. (Hons) CULINARY ARTS YEAR 1, SEMESTER – II

| Module No. | Subject | Periods | | | Evaluation Scheme | | | | | | Univ Practi cal | Total | Credi ts |
|------------|----------------------------------|---------|---|---|---|----|----|-----|------------------------|--------------|-----------------------|-------|-------------|
| | | L | T | P | Internal Exam TA Ordinance Clause 13(A) | | | | Univ Theory Exam | Sub Total | | | |
| | | | | | TA | CA | CT | TOT | | | | | |
| BACA201 | Intermediate Culinary Techniques | 2 | 0 | 8 | 10 | 5 | 5 | 20 | 80 | 100 | 50 | 150 | 6 |
| BACA202 | Culinary Operation II | 3 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 3 |
| BACA203 | Culinary Management II | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA204 | Applied Communication II | 3 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 3 |
| BACA205 | Finance I | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA206 | Environmental Science | 4 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| Total | | | | | | | | | | | | 650 | 24 |

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

**B.A. (Hons) CULINARY ARTS
YEAR 2, SEMESTER - III**

| Module No. | Subject | Periods | | | Evaluation Scheme | | | | Univ Practic al | Total | Credit s | |
|------------|--------------------------------------|---------|---|----|---|----|----|----------------------------|-----------------------|-------|-------------|--------------|
| | | L | T | P | Internal Exam Ordinance Clause 13(A) | | | Univ Theor y Exam | | | | Sub Total |
| | | | | | TA | CA | CT | | | | | |
| BACA300 | Operational Internship 1: (18 Weeks) | 0 | 0 | 40 | 350 | | | NA | 350 | 400 | 750 | 24 |
| Total | | | | | | | | | | | 750 | 24 |

**B.A. (Hons) CULINARY ARTS
YEAR 2, SEMESTER – IV**

| Module No. | Subject | Periods | | | Evaluation Scheme | | | | | | Univ Practical | Total | Credits |
|------------|--------------------------------|---------|---|---|---|----|----|-----|------------------------|--------------|-------------------|-------|---------|
| | | L | T | P | Internal Exam Ordinance Clause 13(A) | | | | Univ Theory Exam | Sub Total | | | |
| | | | | | TA | CA | CT | TOT | | | | | |
| BACA401 | Culinary Skills Development I | 2 | 0 | 8 | 10 | 5 | 5 | 20 | 80 | 100 | 50 | 150 | 6 |
| BACA402 | Marketing I | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA403 | Culinary Management III | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA404 | Human Resources I | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA405 | Finance II | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA406 | Kitchen Design and Engineering | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| Total | | | | | | | | | | | | 650 | 26 |

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

**B.A. (Hons) CULINARY ARTS –
YEAR 3, SEMESTER - V**

| Module No. | Subject | Periods | | | Evaluation Scheme | | | | | | Univ Practic al | Total | Credi ts |
|------------|--------------------------------|---------|---|---|---|----|----|-----|------------------------|--------------|-----------------------|-------|-------------|
| | | L | T | P | Internal Exam Ordinance Clause 13(A) | | | | Univ Theory Exam | Sub Total | | | |
| | | | | | TA | CA | CT | TOT | | | | | |
| BACA501 | Culinary Skills Development II | 2 | 0 | 8 | 10 | 5 | 5 | 20 | 80 | 100 | 50 | 150 | 6 |
| BACA502 | Marketing II | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA503 | Entrepreneurship | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA504 | Human Resources II | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA505 | Finance III | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA506 | Research Methodology | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| Total | | | | | | | | | | | | 650 | 26 |

**B.A. (Hons) CULINARY ARTS –
YEAR 3, SEMESTER - VI**

| Module No. | Subject | Periods | | | Evaluation Scheme | | | | | | Univ Practic al | Total | Credit s |
|------------|--|---------|---|----|---|----|----|-----|------------------------|--------------|-----------------------|-------|-------------|
| | | L | T | P | Internal Exam Ordinance Clause 13(A) | | | | Univ Theory Exam | Sub Total | | | |
| | | | | | TA | CA | CT | TOT | | | | | |
| BACA601 | Culinary Skills Development III | 2 | 0 | 8 | 10 | 5 | 5 | 20 | 80 | 100 | 50 | 150 | 6 |
| BACA602 | Marketing III | 3 | 1 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 4 |
| BACA603 | Sustainable Business Practices | 3 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 3 |
| BACA604 | Project Work and Small Business Operations | 0 | 0 | 12 | 100 | | | | N/A | 100 | 100 | 200 | 6 |
| BACA 605 | Interior Design | 3 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 3 |
| BACA 606 | Food Photography | 3 | 0 | 0 | 10 | 5 | 5 | 20 | 80 | 100 | N/A | 100 | 3 |
| Total | | | | | | | | | | | | 750 | 25 |

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

B. A. (Hons) IN CULINARY ARTS

Guidelines for Paper Setting/ Exams

OBJECTIVE:

The course familiarizes the students with the Culinary Arts & Project. The course is a blend of theory and practice to develop a professional attitude & skills for trade-in students. Professional in nature, the course aims to inculcate professional values & ethics with a focus on hospitality/tourism management & operations.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical, Case studies, Business Games & Field Tours

REQUIREMENTS:

Regular attendance and active participation during the semester; Books & Literature Surveys, Long Essays and Assignments; Seminars Presentations, etc.

EVALUATION:

The performance of the students will be evaluated based on class participation, house tests; regularity & assignments, carrying 20% credit and the rest through term-end examinations. (Three Hours Duration)

MODE OF PAPER SETTING:

There will be nine questions in all and candidates will have to attempt five questions.

- First question will be compulsory and of 16 Marks and shall contain 8 short answer type questions. These questions shall be spread over the whole syllabus (from all four units of GU syllabus)
- Rest eight questions shall be 16 marks each and will be set unit wise or in such a way that covers whole syllabus, where option of attempting any four among these 8 questions will be given. These questions shall judge both theoretical and applied knowledge of students. The format of these questions will be essay type and case studies.
- From each of the units mentioned in the syllabus (total four units), two questions will be posed. The students will have to answer one question from each unit. This is further explained in the figure.1 below. The objective of this strategy is to ensure that the student studies and is assessed in each of the four units listed in the syllabus.
- Sample paper format is mentioned below:

GU Sample Theory Question Paper Format

Time Allowed: 3 hours

Maximum Marks: 80

Note: Attempt any five questions, Question No- 1 is compulsory

1. Short answer type questions from the **whole syllabus** (Units 1-4) (compulsory) 2* 8= 16 Marks

Questions 2 & 3 from Unit 1 (Answer One question from Q.2 and Q.3)

2. Question 2 (16 Marks)

OR

3. Question 3 (16 Marks)

Questions 4 & 5 from Unit 2 (Answer One question from Q.4 and Q.5)

4. Question 4 (16 Marks)

OR

5. Question 5 (16 Marks)

Questions 6 & 7 from Unit 3 (Answer One question from Q.6 and Q.7)

6. Question 6 (16 Marks)

OR

7. Question 7 (16 Marks)

Questions 8 & 9 from Unit 4 (Answer One question from Q.8 and Q.9)

8. Question 8 (16 Marks)

OR

9. Question 9 (16 Marks)

Example of rubric for practical

| Practical Appraisal Rubric Template | | | | |
|-------------------------------------|--------------------|---|---|---|
| Name | | | | Date: |
| Learning Center | FOOD HALL & DELISH | | | |
| Quiz 20% | 0 | 1-2 | 3-4 | 5-6 |
| | Absent | Answer 2 questions | Answer 3-6 Questions | Answer 7-8 Questions |
| | | | | |
| Attendance 10% | 0 | 1-2 | 3-4 | 5-6 |
| | Absent | Attended 1 week | Attended 2-3 weeks | Attended 4 weeks |
| | | | | |
| PMGR Reviewed 10% | 0 | 1-2 | 3-4 | 5-6 |
| | Absent | Demonstrates little or no knowledge of content assigned for class, not prepared for class | Demonstrates some knowledge of content assigned for class, somewhat prepared for class | Demonstrates adequate engagement and knowledge of content assigned for class, well prepared for class |
| | | | | |
| Grooming 10% | 0 | 1-2 | 3-4 | 5-6 |
| | Absent | Dirty uniform, dirty shoes, not shaved, elements of the uniform missing | Clean uniform, dirty shoes/not shaved or both, any element of the uniform missing | Clean uniform, shoes polished, clean shaved, groomed as per prescribed standards |
| | | | | |
| Follow Instructions 10% | 0 | 1-2 | 3-4 | 5-6 |
| | Absent | Never follows instructions, careless and lacks seriousness | Follows a few instructions but misses out on critical details | Follows instructions to the T. Proactively innovates as situation changes |
| | | | | |
| Group Dynamics 20% | 0 | 1-2 | 3-4 | 5-6 |
| | Absent | Not a team player, fails to work as a part of the group, does not communicate with team members | Is a team player but fails to contribute at some stages, communicates with team members | Is an excellent team player, coordinates and communicates well and takes on a leadership role where opportunity presents itself |
| | | | | |

| Service 20% | 0 | 1-2 | 3-4 | 5-6 |
|----------------|--------|--|---|---|
| | Absent | Careless Open and close knowledge demonstrated; not on time while setting up for breakfast and lunch meal periods; poor or no restocking of equipment; no coordination in food pick up and display; disorganised work area; inept at POS and cashiering; | Attention to Open and close and adequate knowledge demonstrated; timely set up for breakfast and lunch meal periods; struggle with restock of service equipment; few challenges with coordination in food pick up and display; effort to ensure organised work area; slightly proficient at POS and cashiering; | Attention to detail when Opening and closing and adequate knowledge demonstrated; well-timed set up for breakfast and lunch meal periods; ensures adequate restock of service equipment during service; well-coordinated food pick up and display; ensures organised work area; quick learner and proficient at POS and cashiering; |
| | | | | |
| Total mark | | | | |

Semester I

GU CODE: BACA101 Fundamental Culinary Techniques (Theory and practical)

20 hours theory
80 hours practical
6 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours
Practical: 50 marks

Course Description: This course is designed to give students the basic idea of culinary fundamentals and theory of cooking. Students will be introduced to basic cooking concepts in both the classroom and kitchen environment like basic knife cuts, mother sauces, basic cooking methods, terminology, equipment, measurements, Garde Manger, stocks, soups, poultry fabrication and cooking, meat cookery, and seafood identification and cookery. Students will learn plate presentation and garnishing techniques. It focuses on "hands-on" experience in the production of stocks, broths, glazes, leading and small sauces, gravies, emulsified sauces, soups and the production of sandwich, salads, dressings, vegetable garnishes, cooking methods using moist heat, dry heat, and fat, and the art of seasoning and flavouring are covered.

These cookery skills will be applied in the classroom, kitchen laboratory and at other sites.

Course outcomes:

After completion of semester I, students should be able to:

- CO1 Understand the role of the professional chef in modern food service operations.
- CO2 Understand the basic hierarchy of a kitchen and name several positions in the kitchen brigade.
- CO3 Select and use hand tools, measuring equipment, and thermometers properly.
- CO4 Describe the sautéing process and explain why it is considered an à la minute technique.
- CO5 Select and prepare foods for grilling and broiling.
- CO6 Define braising and stewing, noting the similarities and differences between these two methods.

Units:

Theory:

Unit I: Introduction to cookery - Culinary history and Origin of cooking - Organization and layout - Classical kitchen brigade vs Modern kitchen brigade - Duties and responsibilities of a chef - Tools and equipment

Unit II: Vegetable and Meat Processing - Classification of vegetables - Fish and Sea foods – classification and cuts - Poultry – types and cuts - Red meats – cuts of Lamb, Pork and Beef

Unit III: Methods of cooking – Dry – Moist - Combination – Rechauffe

Unit IV: Basic preparations – Stocks - Sauces and derivatives - Types of soups and their classification

Practical:

Unit I: Basics - Setting up of workstation - Cleaning and segregation - Cleaning of workstation - Sanitizing

Unit II: Vegetable preparation - Cleaning of vegetables – Peeling - Washing and sanitizing - Basic cuts of vegetables - Basic vegetables cooking methods

Unit III: Butchery & Seafood processing - Receiving and quality specification – Thawing - Processing of sea food - Processing of meat - Processing of poultry - Storage

Unit IV: Methods of cookery - Boiling, Poaching, steaming - Roasting, baking - Shallow frying and deep frying - Grilling and broiling - Stewing and braising - Breakfast cookery

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|---|---|
| CO1 | Understand the role of the professional chef in modern food service operations. | PO1, PSO2 |
| CO2 | Understand the basic hierarchy of a kitchen and name several positions in the kitchen brigade. | PO7, PSO4 |
| CO3 | Select and use hand tools, measuring equipment, and thermometers properly. | PO1, PSO4 |
| CO4 | Describe the sautéing process and explain why it is considered an a la minute technique. | PO4, PSO6 |
| CO5 | Select and prepare foods for grilling and broiling. | PO1, PSO2 |
| CO6 | Define braising and stewing, noting the similarities and differences between these two methods. | PO3, PSO6 |

Suggested reading:

- BARHAM, P. (2001), The Science of Cooking, Springer, Berlin, ISBN 3-54067- 466-7
- CAMPBELL, A. & GARLOUGH, R. (2011), Modern Garde Manger: A Global Perspective, 2nd edition, Cengage Learning, Boston, MA, USA, ISBN 978- 111130761-5
- GISSLEN, W. (2010), Professional Cooking, 7th edition, John Wiley and Sons, NYC, ISBN 978-047019752-3

Semester I

GU CODE: BACA102 Culinary Operations I

30 hours lecture
3 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: This course will provide students with an understanding of the main functions of heat on food, proteins, fat, starch, and textures.

Course outcomes:

After completion of semester I, students should be able to:

- CO1 Define effects of heat on food and usage.
- CO2 Demonstrate the effects of cold temperatures on food, freezer burns and dehydration.
- CO3 Practice the sensory evaluation through aroma, flavour, taste etc.
- CO4 Understand the textures of viscosity, elasticity, emulsions, and foams.

Units:

Theory:

Unit I: Effects of heat on food - Proteins – Fat – Starch - Minerals & Pigments

Unit II: Effects of Cold temperatures on food - Freezer burns, Dehydration – Crystallization - Condensation – Setting

Unit III: Understanding food – Textures – Viscosity - Elasticity - Emulsions and foams

Unit IV: Sensory evaluation – Flavour – Taste – Aroma - Mouth feel

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|--|--|
| CO1 | Define effects of heat on food and usage. | PO1, PSO2 |
| CO2 | Demonstrate the effects of cold temperatures on food, freezer burns and dehydration. | PO7, PSO4 |
| CO3 | Practice the sensory evaluation through aroma, flavour, taste etc. | PO1, PSO4 |
| CO4 | Understand the textures of viscosity, elasticity, emulsions, and foams. | PO4, PSO6 |

Suggested Reading:

- On Food and Cooking – Harold McGee
- The Art of Flavour – Daniel Patterson and Mandy Aftel

- Molecular Gastronomy, Scientific cuisine demystified – Jose Sanchez
- Handbook of Nutrition and Food – Carolyn D Berdanier, Johanna T Dwyer, David Heber

Semester I

GU CODE: BACA103 Culinary Management I

30 hours theory
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: This module aims at introducing students to professional bakery and confectionary. The course involves familiarization with the basic layout, different tools and equipment and a primary overview of the running of a bakery and pastry operation. The course gives them hands on knowledge about the process of production of breads and basic dessert.

Course outcomes:

After completion of semester I, students should be able to:

- CO1 Explain the importance of hygiene and sanitation in a professional environment.
- CO2 Explain food contamination classification, physical, chemical, and biological
- CO3 Describe the food adulterants and food borne illnesses.
- CO4 Demonstrate the importance of hygiene and respect HACCP process
- CO5 Apply the standard hygiene and safety regulations in the kitchen
- CO6 Demonstrate a safe workplace behavior to avoid injuries and accidents in kitchen

Units:

Theory:

Unit I: Hygiene and Sanitation - Personal hygiene and grooming - Hand washing Techniques - Basic kitchen hygiene - Food storage (packaging, labelling and storage) - Sanitization of kitchen equipment

Unit II: Microbiology - Classification of Microorganisms - Factors effecting growth of Microorganisms - Food poisoning and spoilage - Food preservation methods

Unit III: Food Contamination Classification - Physical – Chemical - Biological - Food adulterants - Food borne illnesses

Unit IV: Food safety management systems - HACCP - Food safety laws - Post Covid Protocol

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|---|--|
| CO1 | Explain the importance of hygiene and sanitation in a professional environment. | PO1, PS02 |
| CO2 | Explain food contamination classification, physical, chemical, and biological | PO7, PS04 |
| CO3 | Describe the food adulterants and food borne illnesses. | PO1, PS04 |

| | | |
|------------|--|------------------|
| CO4 | Demonstrate the importance of hygiene and respect HACCP process | PO4, PSO6 |
| CO5 | Apply the standard hygiene and safety regulations in the kitchen | PO1, PSO2 |
| CO6 | Demonstrate a safe workplace behavior to avoid injuries and accidents in kitchen | PO3, PSO6 |

Suggested reading:

- FRIBERG, B. (2002), The Professional Pastry Chef: Fundamentals of Baking and Pastry, 4th Ed., John Wiley, USA, ISBN 0471359254
- WAYNE GISSLEN, Professional Baking, 4th Edition, John Wiley, USA, ISBN 0-471-46427-9

Semester I

GU CODE: BACA104 Applied Communication I

30 hours lecture
3 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course description: The aim of this course is to equip students with the necessary communication skills needed in professional contexts and for the attainment and completion of their first practical internship, including the online internship course: INT 2209 Reflection on Practice. The topics include, but are not limited to, job applications, interview preparation, first impressions, teamwork, collaboration and self-reflection. Written and oral communication skills used within the tourism and hospitality industry are the main focus points, with emphasis on language, vocabulary and register.

Course outcomes:

After completion of the semester I, students should be able to:

- CO1 Express ideas clearly and succinctly in a variety of business formats appropriate to different workplace contexts.
- CO2 Identify essential information from various sources for specific needs.
- CO3 Demonstrate self-reflection in professional contexts.
- CO4 Exhibit collaborative communication skills and strategies within a range of registers.
- CO5 Demonstrate self-reflection in professional contexts.
- CO6 Exhibit collaborative communication skills and strategies within a range of registers.

Units:

Unit I: Communication for Business: Role of Communication in Business -Importance of Communication Skills - 7 Cs of Good Communication - Barriers to Communication - Telephone Conversation - Enriching Vocabulary

Unit II: Teamwork and Collaboration: Introduction - Colleague collaboration - Conversation Starters - Solving problems with colleagues/conflict resolution (Solving problems with Customers) - Guest relations - Hotel operations – Portfolio - Hospitality Glossary - Solving problems with customers (oral and written- using social media prompts, trip advisor etc.)

Unit III: Written and Oral Communication: Introduction - Formal vs Informal Oral Communication - Advantages and Disadvantages of Oral Communication - Importance of Listening - Professional cover e-mail basics - Portfolio Assessment, attaching documents - Persuasive and impactful writing – Punctuation - Common Idioms and Phrases - Abbreviations and Acronyms

Unit IV: Self Reflection: Introduction - Self Reflection on personal and professional growth

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|--|---|
| CO1 | Express ideas clearly and succinctly in a variety of business formats appropriate to different workplace contexts. | PO1, PSO2 |
| CO2 | Identify essential information from various sources for specific needs. | PO7, PSO4 |
| CO3 | Demonstrate self-reflection in professional contexts. | PO1, PSO4 |
| CO4 | Exhibit collaborative communication skills and strategies within a range of registers. | PO4, PSO6 |
| CO5 | Demonstrate self-reflection in professional contexts. | PO1, PSO2 |
| CO6 | Exhibit collaborative communication skills and strategies within a range of registers. | PO3, PSO6 |

Suggested reading:

- BEEBE, S. A. & BEEBE, J. B. (2005), Public Speaking: An Audience-Centred Approach, 6th edition, Allyn and Bacon, USA, ISBN 0-20544-983-2
- SINHA, K. K.(2018), Business communication, Taxmann Publications Pvt Ltd, New Delhi, ISBN 9789387957633
- ASHLEY, A. (2003), Oxford Handbook of Commercial Correspondence, Oxford University Press ISBN 978-0-19-457213-2
- SHARMA R C & MOHAN KRISHNA, (2016) Basic Correspondence and Report Writing, McGraw Hill Education (India) Pvt Ltd, Chennai, ISBN: 978-93-85965-05-0

Semester I

GU CODE: BACA105 Applied Mathematics and Software Tools

30 hours lecture
3 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: This course is designed to develop and solidify basic arithmetic and algebra skills that will be required for completing other business-related courses. The course content includes operations on whole numbers, integers, fractions, decimals, ratios and proportions, and percentages, as well as simple algebraic concepts with geometric extensions. It also explores problems using these basic numeracy skills in the context and applications to hospitality business. Essential functions and numerical relationships are reviewed and applied through exercise work and video tutorials.

Course outcomes:

After completion of the semester I, students should be able to:

- CO1 Identify and understand the application of fundamental mathematical formulae and processes.
- CO2 Identify accurately interpret values and output resulting from calculations.
- CO3 Application of general business calculations
- CO4 Derive meaning used in business-based decision making.

Units:

Theory:

Unit I: Metric Units – Area, Volume, Metric Conversions, Basic Calculations involving decimals – Percentage Calculations.

Unit II: Food Cost and Food Cost Percentage

Unit III: Hotel Operational Calculation – Percentage Calculation – Discount Percentages – Cost Price and Selling Price

Unit IV: General Business Calculations – Revenue, Expenditure, Profit, Margin, Sales

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|---|--|
| CO1 | Identify and understand the application of fundamental mathematical formulae and processes. | PO1, PS02 |
| CO2 | Identify accurately interpret values and output resulting from calculations. | PO7, PS04 |

| | | |
|------------|--|------------------|
| CO3 | Application of general business calculations | PO1, PSO4 |
| CO4 | Derive meaning used in business-based decision making. | PO4, PSO6 |

Suggested reading:

- Croucher, J S. (2000). Introductory Mathematics & statistics for business. (3rd ed.). Australia:McGraw-Hill.
- NCERT Books

Semester I

GU CODE: BACA106 Disaster Management

40 hours lecture
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course description: The course introduces Disaster Management, focusing on natural disasters. The problem is addressed in a holistic cross-sectoral and cross-disciplinary manner, including all stages of disaster management cycle: mitigation, preparation, response and recovery.

Course outcomes:

After completion of semester I, students should be able to:

- CO1 Define terminologies related to the word Disaster - Disaster, Hazard, Vulnerability, Resilience, Risks
- CO2 Elaborate on the classification, causes, and Impacts of Disaster: including social, economic, political, environmental, health, psychosocial, etc
- CO3 Explain the Disaster Cycle used to reduce risk associated with Disaster
- CO4 Critique the disaster risk reducing process adapted by organizations
- CO5 Apply disaster cycle taking into consideration threats from urban disasters, pandemics, complex emergencies, and adverse environmental change
- CO6 Evaluate existing disaster cycles on their preparedness to mitigate risk from disasters

Units:

Unit I: Introduction to Disasters

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)
Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.), Differential impacts- in terms of caste, class, gender, age, location, disability, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change

Unit II: Approaches to Disaster Risk reduction

Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness
community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stakeholders.

Unit III: Inter-relationship between Disasters and Development

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

Unit IV: Disaster Risk Management in India

Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, and Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes, and legislation)

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|---|---|
| CO1 | Define terminologies related to the word Disaster - Disaster, Hazard, Vulnerability, Resilience, Risks | PO1, PSO2 |
| CO2 | Elaborate on the classification, causes, and Impacts of Disaster: including social, economic, political, environmental, health, psychosocial, etc | PO7, PSO4 |
| CO3 | Explain the Disaster Cycle used to reduce risk associated with Disaster | PO1, PSO4 |
| CO4 | Critique the disaster risk reducing process adapted by organizations | PO4, PSO6 |
| CO5 | Apply disaster cycle taking into consideration threats from urban disasters, pandemics, complex emergencies, and adverse environmental change | PO1, PSO2 |
| CO6 | Evaluate existing disaster cycles on their preparedness to mitigate risk from disasters | PO3, PSO6 |

Suggested reading:

- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
- Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008
- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Coppola P Damon, 2007. Introduction to International Disaster Management,
- Document on World Summit on Sustainable Development 2002

Semester II

GU CODE: BACA201 Intermediate Culinary Techniques (Theory and practical)

20 hours lecture
80 hours practical
6 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours
Practical: 50 marks

Course description: This course is designed to provide the student with a continuation and expansion of knowledge in practical food preparation and to equip the student with a broader knowledge of food preparation including the safe and sanitary use of hand tools, knives and kitchen equipment and study of the skills necessary in the preparation of European cuisine.

Course outcomes:

After completion of semester II, students should be able to:

- CO1 Enable students to build confidence and fundamental practical skills in food preparation to acceptable market standards.
- CO2 Describe the product knowledge, herbs and spices, condiments, and seasonings.
- CO3 Prepare food items using the grill, fry, sauté, braise, poach, roasting, and other various cooking methods.
- CO4 Intermediate preparation of legume, grain, fruit, and vegetable dishes.
- CO5 Preparation of various a la minute style dishes.

Units:

Theory

Unit I: Product Knowledge - Herbs and spices, Fats and oils, Vinegars - Condiments and seasonings, Cereals, and pulses - Potatoes, Lentils, and other Starches

Unit II: Garde Manger - Introduction to Garde Manger - Salads and dressings, Cold sauces - Canapés and sandwich - Accompaniments and Garnishes

Unit III: European Cuisines - Introduction to European cuisine - Contemporary European cuisine

Unit IV: Mediterranean Cuisine - Introduction to Mediterranean Cuisine - Contemporary Mediterranean Cuisine

Practical:

Unit I: Garde Manger - Setting up of workstation - Vegetable processing - Lettuce processing - Produce salad as per menu

Unit II: Sandwich and canapes - Setting up of workstation - Prepare spread and filling for sandwich - Prepare sandwich

Unit III: Fine dining – European Cuisine – Soups – Sauces - Main course and accompaniments

Unit IV: Fine dining – Mediterranean Cuisine – Soups – Sauces - Main course and Accompaniments

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|--|---|
| CO1 | Enable students to build confidence and fundamental practical skills in food preparation to acceptable market standards. | PO1, PSO2 |
| CO2 | Describe the product knowledge, herbs and spices, condiments, and seasonings. | PO7, PSO4 |
| CO3 | Prepare food items using the grill, fry, sauté, braise, poach, roasting, and other various cooking methods. | PO1, PSO4 |
| CO4 | Intermediate preparation of legume, grain, fruit, and vegetable dishes. | PO4, PSO6 |
| CO5 | Preparation of various a la minute style dishes. | PO1, PSO2 |

Suggested Readings:

- ESCOFFIER, A. (2000), The Escoffier Cookbook and Guide to the Fine Art of Cookery: For Connoisseurs, Chefs, Epicures Complete With 2973 Recipes, Crown Publishers, New York, ISBN 0517506629.
- CAMPBELL, A. & GARLOUGH, R. (2011), Modern Garde Manger: A Global Perspective, 2nd edition, Cengage Learning, Boston, MA, USA, ISBN 978-111130761-5.
- CHOATE, J. & FRENCH CULINARY FEDERATION (2007), Fundamental Techniques of Classic Cuisine, 1st edition, Stewart, Tabori and Chang, NYC, ISBN

Semester II

GU CODE: BACA202 Culinary Operations II

30 hours theory
3 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: This course is designed to give students the basic concepts on the study of nutrition, hygiene, and safety. It enables the students to know what makes a meal/ diet nutritionally balanced and to identify food allergens and their effects to safeguard customer's health.

Course Outcomes:

After completion of semester II, students should be able to:

- CO1 Identify suitable opportunities of enhancing nutritive value of food.
- CO2 Identify the myriad functions of various nutrients.
- CO3 Identify significance of planning healthy meals for family and food service units.
- CO4 Identify various factors to be considered to plan a meal.
- CO5 Calculate the value of meal as and when required.
- CO6 Differentiate between the popularity of certain foods among age groups, ethnic origins, education, occupation, and income.
- CO7 Plan menus keeping in mind the various aspects of a balanced diet and allergens.

Units:

Theory:

Unit I: Nutrition - Introduction to Nutrition - Food Groups, Food Pyramid - Explain - Recommended Dietary Allowance - Nutrient types and their importance

Unit II: Balanced Diet - Discuss the planning of a Balanced Diet - Define the measurement of food energy - Methods of calculating Energy value of a few recipes.

Unit III: Healthy meal - What is healthy meal - Discuss the factors affecting meal planning - Discuss Basic Therapeutic Diets- Normal, Liquid Diet, Soft Diet - Identify important factors to be kept in mind while planning a few special diets

Unit IV: Food Allergens and adulterants - Define Food Allergy - Factors affecting food allergies - Discuss types of food allergens - Food Additives, Types of Additives, Contamination, Adulteration & Food Allergens

| Course Outcomes | Particulars | Program Outcomes and Program Specific |
|-----------------|-------------|---------------------------------------|
| | | |

| | | Outcomes |
|------------|--|------------------|
| CO1 | Identify suitable opportunities of enhancing nutritive value of food. | PO1, PSO2 |
| CO2 | Identify the myriad functions of various nutrients. | PO7, PSO4 |
| CO3 | Identify significance of planning healthy meals for family and food service units. | PO1, PSO4 |
| CO4 | Identify various factors to be considered to plan a meal. | PO4, PSO6 |
| CO5 | Calculate the value of meal as and when required. | PO1, PSO2 |
| CO6 | Differentiate between the popularity of certain foods among age groups, ethnic origins, education, occupation, and income. | PO3, PSO6 |
| CO7 | Plan menus keeping in mind the various aspects of a balanced diet and allergens. | PO3, PSO6 |

Suggested Reading:

- Handbook of Nutrition and Food – Carolyn D Berdanier, Johanna T Dwyer, David Heber
- Encyclopaedia of Human Nutrition – Benjamin Caballero, Lindsay Allen, Andrew Prentice
- Advanced Human Nutrition – Dennis M Medeiros, Robert E C Wildman

Semester II

GU CODE: BACA203 Culinary Management II

30 hours theory
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: This module is designed to give students the basic concepts of cost and revenue with the tools required to set systems and process which help cost in check, increase predictability of expenses/ out flaws, flag off problem scenarios to enable recovery and help deliver near desired profits.

Course outcomes:

After completion of semester II, students should be able to:

- CO1 Explain the basic rules of menu engineering and planning
- CO2 Identify factors to be considered when planning a menu
- CO3 Explain the relationship between a menu and profitability
- CO4 Identify direct and indirect costs related to the design and pricing
- CO5 Perform menu costing based on a given menu
- CO6 Design and budget a menu in consideration of the costs

Units:

Theory:

Unit I: Menu engineering - Introduction – Planning - Pricing of Menus - Types of Menus - Constraints of Menu Planning - Objectives of menu engineering - Methods and advantages

Unit II: Yield Management – Introduction - Standard recipe costing - Recipe conversion factor - How to derive food cost

Unit III: Purchase - Introduction to Purchase Cycle - Difference in purchase and buying - Standard Purchase Specification - Significance of Effective Purchasing - Purchasing Responsibilities

Unit IV: Receiving and stores - Explain receiving cycle - Significance of Receiving function and procedures - SOP of physical inventory/storage procedures and issuing - Inventory control systems

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|--|--|
| CO1 | Explain the basic rules of menu engineering and planning | PO1, PS02 |
| CO2 | Identify factors to be considered when planning a menu | PO7, PS04 |

| | | |
|------------|--|------------------|
| CO3 | Explain the relationship between a menu and profitability | PO1, PSO4 |
| CO4 | Identify direct and indirect costs related to the design and pricing | PO4, PSO6 |
| CO5 | Perform menu costing based on a given menu | PO1, PSO2 |
| CO6 | Design and budget a menu in consideration of the costs | PO3, PSO6 |

Suggested reading:

- DITTMER, P. THE CULINARY INSTITUTE OF AMERICA. (2006). Principles of Food, Beverages, and Labour Cost Controls: WITH Supervision in the Hospitality Industry, Applied HR 5r.e. , John Wiley & Sons, USA, ISBN-10: 047014002X
- DOPSON, L. HAYES, D. (2015). Food and Beverage Cost Control 6th Edition, Wiley, USA, ISBN-10: 1118988493
- GARLOUGH, R. (2010). Modern Food Service Purchasing, Delmar Cengage Learning, USA, ISBN-10: 1418039640
- LOCKARD, M. (2012). A Cook's Book: Food Cost: The Chef's Ultimate Guide To Food Cost Control, CreateSpace Independent Publishing Platform, USA, ISBN-10: 1470000555
- LYNCH, F. (1998). The Book of Yields: Food Facts for Accurate Recipe Costing, Chef Desk, USA, ISBN-10: 1892735024
- MILLER, J. HAYES, D. DOPSON, L. (2004) Food and Beverage Cost Control, John Wiley & Sons, USA, ISBN-10: 0471477877

Semester II

GU CODE: BACA204 Applied Communication II

30 hours lecture
3 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: The aim of this course is to equip students with the basic written and oral communication strategies needed in academic contexts to convey their message effectively. The journey begins by focusing on individual paragraphs and then builds to full essays. Essential research and critical reading techniques are introduced and developed along with the means for presenting information credibly in appropriate written formats. Skills for preparing and delivering presentations are also practiced and refined, including the construction of compelling slide presentations.

Course outcomes:

After completion of semester II, students should be able to:

- CO1 Employ a variety of academic communication strategies.
- CO2 Select valid and reliable information using critical reading techniques.
- CO3 Write documents in appropriate formats for specific purposes, including APA referencing where necessary.
- CO4 Deliver a structured presentation.

Units:

Unit I: Academic Writing – Introduction - Defining Academic Writing - Language in academic writing - Types of Academic Texts - Descriptive, Analytical, Persuasive Writing - Case Studies - Analysing Case Studies

Unit II: Presentation Skills – Introduction - Presentations – Occasions and Definitions - Using Visual Aids and Guidelines - Mistakes to Avoid - The Effective Orator

Unit III: Career Awareness and Workplace Integration - Define Goals of Internship - Reading Job - Descriptions and Company Profiles - Discovering Aspirations - First Impressions - Build your CV.- Interview Tips - Interview Style Questions

Unit IV: Critical Reading Techniques - Reading skills Critical analysis - incorporating and blending information from multiple sources – Quoting, Paraphrasing, Summarizing - APA Referencing - Reasons for referencing - Creating a reference list - Including in text citations

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|--|--|
| CO1 | Employ a variety of academic communication strategies. | PO1, PSO2 |

| | | |
|------------|--|------------------|
| CO2 | Select valid and reliable information using critical reading techniques. | PO7, PSO4 |
| CO3 | Write documents in appropriate formats for specific purposes, including APA referencing where necessary. | PO1, PSO4 |
| CO4 | Deliver a structured presentation. | PO4, PSO6 |

Suggested Reading:

- BEEBE, S. A. & BEEBE, J. B. (2005), Public Speaking: An Audience-Centred Approach, 6th edition, Allyn and Bacon, USA, ISBN 0-20544-983-2
- SINHA, K. K.(2018), Business communication, Taxmann Publications Pvt Ltd, New Delhi, ISBN 9789387957633
- ASHLEY, A. (2003), Oxford Handbook of Commercial Correspondence, Oxford University Press ISBN 978-0-19-457213-2
- SHARMA R C & MOHAN KRISHNA, (2016) Basic Correspondence and Report Writing, McGraw Hill Education (India) Pvt Ltd, Chennai, ISBN: 978-93-85965-05-0

Semester II

GU CODE: BACA205 Finance I

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: Financial understanding is an essential element in any manager's range of required skills. The course presents basic financial accounting concepts and explains how they apply to the hospitality industry. Students are introduced to basic accounting practices, including major classification of accounts, concepts, and the production of financial statements. Through exercises, students practice writing income and cash-flow statements and balance-sheets. Financial statements from hospitality operations are introduced and various forms of financial analyses are included demonstrating how they serve the manager to assist in the business decision making process.

Course outcomes:

After completion of semester II, students should be able to:

- CO1 Demonstrate the fundamental ethical requirements of accounting and the differences between the various business structures.
- CO2 Accurately compile basic income statements and balance sheets and be able to use the information contained herein.
- CO3 Identify and apply the various inventory and cost control procedures.
- CO4 Make accurate observations and corrective suggestions based on a variety of analysis applied to the financial statements.

Units:

Unit I

The Fundamentals of Accounting: Uniform system of Accounts – branches of accounting – basic concepts of accounting - GAAP rules – Financial and Managerial accounting details

Unit II

The Accounting Cycle: The Accounting Equation – Accounting Cycle - Transaction Analysis – Debit-Credit Rule – Journal – Ledger/ T accounts – Trial Balance – Adjustment and Adjusted Trial Balance

Unit III

Financial Statements: The balance sheet – Income Statements – Cash flow Statement – Operating, Investing and Outgoing

Unit IV

Financial Statement Analysis: Horizontal and Vertical Analysis – Ratio Analysis – Methods of Valuing Inventory Exercises

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|---|---|
| CO1 | Demonstrate the fundamental ethical requirements of accounting and the differences between the various business structures. | PO1, PSO2 |
| CO2 | Accurately compile basic income statements and balance sheets and be able to use the information contained herein. | PO7, PSO4 |
| CO3 | Identify and apply the various inventory and cost control procedures. | PO1, PSO4 |
| CO4 | Make accurate observations and corrective suggestions based on a variety of analysis applied to the financial statements. | PO4, PSO6 |

Suggested Reading:

- Double Entry Bookkeeping – T S Grewal, S. Chand Publications
- Financial Accounting, K S Maheshwari, 5th Edition, Vikas Publishing
- Accountancy, D K Goel, APC Publishing

Semester II

GU CODE: BACA206 Environmental Science

40 hours lecture
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course description: A scientific study of the natural world and how it is influenced by people. Major topics include food, energy, human population, biodiversity and global change.

Course outcomes:

After completion of semester II, students should be able to:

- Define the nature, scope and importance of Environmental Studies
- Identify the components of Environment
- Demonstrate an environmentally conscious mindset and develop sustainability across different ecosystems and affected locations
- Portray a positive and proactive attitude towards the delicate balance and harmony across all ecosystems and biodiversity.
- Apply knowledge to different environmental assets: river, forest, flora, fauna, etc
- Recognize effects of pollution on various locations: Urban, rural, industrial, agricultural

Units:

Unit I:

Environmental studies – Nature, scope and importance, the need for public awareness; natural resources – renewable and non-renewable resources, use and over- exploitation/over-utilization of various resources and consequences; the role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles

Unit II:

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystems – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems
Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution

Unit III:

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rainwater harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products

Unit IV:

Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|--|---|
| CO1 | Define the nature, scope and importance of Environmental Studies. | PO1, PS02 |
| CO2 | Identify the components of Environment | PO7, PS04 |
| CO3 | Demonstrate an environmentally conscious mindset and develop sustainability across different ecosystems and affected locations | PO1, PS04 |
| CO4 | Portray a positive and proactive attitude towards the delicate balance and harmony across all ecosystems and biodiversity. | PO4, PS06 |
| CO5 | Apply knowledge to different environmental assets: river, forest, flora, fauna, etc | PO1, PS02 |
| CO6 | Recognize effects of pollution on various locations: Urban, rural, industrial, agricultural | PO3, PS06 |

Suggested reading:

- Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
- Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
- Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.

Semester III

GU CODE: BACA300 Operational internship

Practical: 720 hours
24 credits

Internal: 350 marks
Practical: 400 marks

An industry internship of 18 weeks in any standard category of culinary business.

Internship report: 25%
Presentation and Viva: 75%
Total = 100%

See next page for example of internship report. This report will be completed weekly and signed off by the workplace supervisor and the student. The compiled report will be submitted to the external examiner for assessment and grading.

| Weekly Workplace Service and Reflective Log: Service Period 1 | | | | | |
|--|--|------------------|--|--------------------------|--------------------------|
| Date | | Shift Start Time | | Shift End Time | |
| Service area (list areas you worked in) | | | | | |
| Service period details | | | | | |
| What functions did you perform this week? | | | | | |
| Equipment used | | | | | |
| Adjustments made for Special Customer Requests (if any): | | | | | |
| Supervisor checklist (workplace supervisor to complete) | | | | Satisfactory | |
| Did the student successfully demonstrate evidence of their ability to do the following? | | | | Yes | No |
| Follow company SOPs in the specific area | | | | <input type="checkbox"/> | <input type="checkbox"/> |
| Identify and use appropriate alternatives in case of special requests | | | | <input type="checkbox"/> | <input type="checkbox"/> |
| Use planning and organisational skills to prioritise, sequence and monitor tasks. | | | | <input type="checkbox"/> | <input type="checkbox"/> |
| Go the extra mile to create customer WOW moments | | | | <input type="checkbox"/> | <input type="checkbox"/> |
| Follow a work schedule to maximise efficiency, taking into consideration roles and responsibilities of other team members. | | | | <input type="checkbox"/> | <input type="checkbox"/> |
| Complete end of shift procedures including storage of items, cleaning of work areas and participate in debrief or hand over session. | | | | <input type="checkbox"/> | <input type="checkbox"/> |
| Supervisor comments | | | | | |
| Supervisor's signature | | | | Date | |
| Student's signature | | | | Date | |

Semester IV

GU CODE: BACA401 Culinary Skills Development I

20 hours lecture
80 hours practical
6 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours
Practical: 50 marks

Course Description: This course is designed to give students the basic idea of Indian cookery and theory of cooking. Students will be introduced to basic cooking concepts in both the classroom and kitchen environment like basic knife cuts, basic Indian gravies, basic Indian cooking methods, terminology, equipment, measurements, Indian stocks, soups, poultry fabrication and cooking, meat cookery, and seafood identification and cookery. Students will learn plate presentation and garnishing techniques. These cookery skills will be applied in the classroom, kitchen laboratory and at other sites.

Course outcomes:

After completion of semester IV, students should be able to:

- CO1 Understand the role of the professional chef in modern food service operations.
- CO2 Understand the historical, geographical, and religious impacts on the staple food.
- CO3 Select and use hand tools, measuring equipment, and thermometers properly.
- CO4 Define the spices, seasoning and various ingredients used in Indian cuisine.
- CO5 Analyze the comfort food of India.
- CO6 Describe the concept of Indian thali cooking and the concept of dining.
- CO7 Evaluate the cooking techniques of bhuna, talna, tandoor etc.
- CO8 Understanding the action of thickening agents, souring agents used in Indian cuisine.

Units:

Theory:

Unit I: Evolution of Indian Cuisine – Introduction – Ayurveda - Influence of foreign invaders and traders - Cooking Methods

Unit II: Factors affecting Indian Cuisine - Role of spices & seasoning - Indian Festivals, Religion & Culture - Indian Breakfast - Indian Regional Snacks and Comfort Food

Unit III: Indian Cookery – Rice, Breads and Desserts – Introduction – Types - Equipment & Tools - Cooking Method Involved - Famous preparations

Unit IV: Indian Thali Concept – Introduction – Features – Composition – Classification -Regional Thali Preparations

Practical:

Unit I: Introduction to Indian Cuisine - Identification of traditional kitchen equipment - Identification of basic ingredients - Analyse spices and blends, ingredients

Unit II: Indian Basic Gravies - Basic gravies in different regions - Wet masala and pastes - Role of food additives

Unit III: Regional and Sub Regional Cuisine - Southern, Western, Northern, Comfort Food.

Unit IV: Appetizer - Bread/Rice Preparation - Main Course – Accompaniments – Dessert

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|---|---|
| CO1 | Understand the role of the professional chef in modern food service operations. | PO1, PSO2 |
| CO2 | Understand the historical, geographical and religious impacts on the staple food. | PO7, PSO4 |
| CO3 | Select and use hand tools, measuring equipment, and thermometers properly. | PO1, PSO4 |
| CO4 | Define the spices, seasoning and various ingredients used in Indian cuisine. | PO4, PSO6 |
| CO5 | Analyze the comfort food of India. | PO1, PSO2 |
| CO6 | Describe the concept of Indian thali cooking and the concept of dining. | PO3, PSO6 |
| CO7 | Evaluate the cooking techniques of bhuna, talna, tandoor etc. Understanding the action of thickening agents, souring agents used in Indian cuisine. | PO3, PSO6 |

Suggested reading:

- INDER SINGH KALRA, Prashad - Cooking with Indian Masters.
- PARVINDER S. BALI, Quantity Food Productions & Indian Cuisine.
- PARVINDER S. BALI, Food Production Operations.
- THANGAM E PHILIP, Modern Cookery.
- S. H. FERNANDO, Rice & Curry: Sri Lankan Home Cooking.
- PUSHPESH PANT & RAMINDE, Jiggs Kalra's Classic Cooking of Avadh.
- BHATNAGAR, SANGEETA & SAXENA, R.K., Dastarkhwan-E-Awadh.
- DASGUPTA, MINAKSHIE, Bengla Ranna: The Bengal Cookbook
- DALAL, TARLA; Parathas.
- KABRA, KANCHAN G; Breads of India.
- KAPOOR, SANJEEV; Sanjeev Kapoor's Simply Indian.
- DATTA, NEETA; 1000 Great Indian Recipes: The ultimate book of Indian cuisine.
- SIKKA, MARUT; Indian Flavors.

Semester IV

GU CODE: BACA402 Marketing I

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course description: Marketing is of interest to everyone, whether they are marketing goods, services, properties, persons, places, events, information, ideas, or organizations. The course is a basic introduction to the principles of marketing. This course introduces the principles and problems of marketing goods and services. Topics include a promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organisational decision-making.

Course outcomes:

After completion of semester IV, students should be able to:

- CO1 Explain elements of behavioural science about the habits and motivation of consumers
- CO2 Illustrate the competitive environment and the different market segments
- CO3 Explain the importance of pricing, its policies and the practices used within the various distribution channels
- CO4 Identify the role of promotion in the marketing mix
- CO5 Analyze successful marketers and their best practices in marketing
- CO6 Chart, with the use of examples, the planning and development of a new hospitality product and its necessary function for survival in today's dynamic market place

Units:

Unit I: Introduction to marketing – the importance of marketing, marketing goods and services – Managing customer relationships and capturing customer value - Marketing Mix – Marketing Return on Investment

Unit II: Marketing Environment –Market Segmentation – Market Targetting- Market Positioning— Ansoff Matrix – Boston consulting group model.

Unit III: Customers and marketing research – Consumer Markets & Business Markets – Products, Services and Brands – Loyalty Programmes – Marketing Research Process - Ethical issues in marketing research: rights and obligations of clients, researchers and respondents

Unit IV: Distribution and promotion – how to effectively raise awareness and distribute the product – Marketing Channels - Retailing & Wholesaling – Advertising & Public Relations – Sales Promotion– Introduction to Digital Marketing : Scope and Opportunities.

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|--|---|
| CO1 | Explain elements of behavioural science About the habits and motivation of consumers | PO3, PSO6 |
| CO2 | Illustrate the competitive environment and the different market segments. | PO3, PSO6 |
| CO3 | Explain the importance of pricing, its policies and the practices used within the various distribution channels. | PO3, PSO6 |
| CO4 | Define the spices, seasoning and various ingredients used in Indian cuisine. | PO3, PSO6 |
| CO5 | Identify the role of promotion in the marketing mix | PO3, PSO6 |
| CO6 | Analyze successful marketers and their best practices in marketing | PO3, PSO6 |
| CO7 | Chart, with the use of examples, the planning and development of a new hospitality product and its necessary function for survival in today's dynamic marketplace. | PO3, PSO6 |

Suggested reading:

- FYALL, A. & GARROD, B. (2005), Tourism Marketing: A Collaborative Approach, Channel View, Clevedon, UK, ISBN 1-87315-090-3
- HOFFMAN, K. D. (2005), Marketing Principles and Best Practices, 3rd edition, South-Western College Pub, Cincinnati, Ohio, ISBN 978-032430572-2
- KOTLER, P. & AMSTRONG, G. (2016), Marketing: An Introduction, 13th edition, Pearson, UK, ISBN 0-13414-953-X
- KOTLER, P. & AMSTRONG, G. (2017), Principles of Marketing, 17th edition, Prentice Hall, New Jersey, USA, ISBN 0-13449-251-X

Semester IV

GU CODE: BACA403 Culinary Management III

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: This course is designed to give students the basic concepts of cost and revenue with the tools required to set systems and processes which help keep costs in check, increase predictability of expenses / outflows, flag off problem scenarios to enable recovery and help deliver near desired profits.

Course outcomes:

After completion of semester IV, students should be able to:

- CO1 Identify all the person who are concerned in a menu plan process
- CO2 List the difference between static and flexible budget
- CO3 Discuss budgeting and its benefits and drawbacks
- CO4 Identify direct and indirect costs related to the design and pricing
- CO5 Perform menu costing based on a given menu
- CO6 Design and budget a menu in consideration of the costs

Units:

Theory:

Unit I: Food and Beverage Control - Introduction to Food and Beverage Control - Objectives of Food and Beverage Control - Methodology of Food and Beverage Control

Unit II: Inventory Control - Introduction - Methods - Levels and technique - Pricing of commodities

Unit III: Concept of Revenue, cost, and costing - Introduction to concept of Cost and Revenue - Relation of Cost to Revenue - Costs associated with F & B operations

Unit IV: Budget, Variance and Breakeven Analysis - Define Budget & Budgetary Control - Calculation of selling price - Standard costs & costing - Cost variances - Break Even chart - PV ratios, contribution calculation & marginal costs

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|--|--|
| CO1 | Identify all the person who are concerned in a menu plan process | PO3, PSO6 |
| CO2 | List the difference between static and flexible budget | PO3, PSO6 |
| CO3 | Discuss budgeting and its benefits and drawbacks | PO3, PSO6 |

| | | |
|------------|--|------------------|
| CO4 | Identify direct and indirect costs related to the design and pricing | PO3, PSO6 |
| CO5 | Perform menu costing based on a given menu | PO3, PSO6 |
| CO6 | Design and budget a menu in consideration of the costs | PO3, PSO6 |

Suggested reading:

- MILLER, J. HAYES, D. DOPSON, L. (2004) Food and Beverage Cost Control, John Wiley & Sons, USA, ISBN-10: 0471477877
- STEFANELLI, J. (1984.) Purchasing: Selection and Procurement for the Hospitality Industry, John Wiley & Sons, USA, ISBN-10: 0471874302
- THE INTERNATIONAL CULINARY SCHOOLS AT THE ART INSTITUTE. (2007). Purchasing, Cost Control, and Menu Management for the Art Institutes, Wiley, USA, ISBN: 9780470179161
- Mudambi S.R. (2015), Fundamentals of Foods, Nutrition & Diet Therapy, ISBN 978-81-224-3349-4
- BERDANIER, C. D. (2008), *Handbook of Nutrition and Food*, Boca Raton, USA, ISBN 978-084939218-4

Semester IV

GU CODE: BACA404 Human Resources I

30 hours lecture

10 hours tutorial

4 Credits

Examination details:

Internal: 20 marks

External: 80 marks; duration 3 hours

Course Description: Organisational Behaviour (OB) is the study of human behaviour in organisational settings at three levels of analysis: the individual, the team, and the organization. Studying OB provides an understanding of your own and others' behaviour, particularly in relation to teams. In this course, students will learn fundamental concepts of managing effective teams. Topics will include team building and team dynamics - with a particular focus on improving working relationships and organizational effectiveness - and also how to develop teams further in a global work setting with coaching and mentoring practices.

Course outcomes:

After completion of semester IV, students should be able to:

- CO1 Describe the evolution of a team from formation to maturity.
- CO2 Discuss characteristics and best practices of effective teams.
- CO3 Analyse skills and processes that facilitate organisational effectiveness within and across teams.
- CO4 Develop their social intelligence.
- CO5 Apply different techniques of coaching, mentoring and learning to developing teams

Units

Unit 1: Knowing yourself: Personality theories – understanding different personality types – theories and best practices of skills & values.

Unit 2: Knowing others: Effective communication – effective communication tools – Non-verbal behaviour (NVB) - Various intelligences - Emotional intelligence - Social intelligence - Cultural intelligence

Unit 3: Leading teams: Team dynamics – team development – effective teams – team diversity – virtual teams – effective leadership vs. Dark leadership

Unit 4: Developing your team: Coaching - Mentoring – team decision making - power and influence.

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|--|--|
| CO1 | Describe the evolution of a team from formation to maturity. | PO3, PSO6 |

| | | |
|------------|--|------------------|
| CO2 | Discuss characteristics and best practices of effective teams. | PO3, PSO6 |
| CO3 | Analyse skills and processes that facilitate organisational effectiveness within and across teams. | PO3, PSO6 |
| CO4 | Develop their social intelligence. | PO3, PSO6 |
| CO5 | Apply different techniques of coaching, mentoring and learning to developing teams | PO3, PSO6 |

Suggested reading:

- Organizational Behaviour: Western Perspective, Indian Experience by M. Parikh & R. Gupta, McGrawhill Education
- Barner, R. W., & Barner, Ch. P. (2012). Building better teams. Wiley Imprint.
- Blanchard, K. (2019). Leading at a higher level. Pearson Education Inc

Semester IV

GU CODE: BACA405 Finance II

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: Proceeds from the understanding and analysis of financial statements developed. The student will explore the key areas of financial decision making, forecasting and budget development and analysis. Fixed, variable and semi-variable costs are differentiated, and revenue and cost responsibility are assigned. The effect that the behaviour of costs has on certain management decisions is discussed, as is the use of CVP and Break-even analysis. Budget preparation theories are reviewed, and budgeting techniques are practised in the context of hospitality business. Methods for judging variances between actual and budget figures are considered. Issues relating to the importance of future cash flows are analysed.

Course outcomes:

After completion of semester IV, students should be able to:

- CO1 Analyse a Hospitality operation's performance using appropriate operational ratios and statistics.
- CO2 Interpret correct cost management decisions based upon their understanding of the nature of the costs involved in the decision.
- CO3 Differentiate between good and bad practices within the budgeting process: operating budget; cash budget.
- CO4 Perform cost-volume- profit calculations, from scenarios provided, which act as a guide to the decision.

Units:

Unit I - Introduction to managerial accounting – difference between financial accounting and managerial accounting - Financial Ratio Analysis - Liquidity ratios - Solvency ratios - Profitability ratios - Activity ratios - Gross margin - Difference between operating and net income - Financial leverage.

Unit II - Cost Terminologies and Breakeven Analysis – Prime costs and period costs – fixed costs, semi variable costs, and variable costs – direct costs and indirect costs – opportunity costs, sunk costs and relevant costs - Cost – Volume Profit Analysis: Contribution margin and contribution ratio – Breakeven Chart.

Unit III - Operating Budgets – What is a budget – types of budgets – factors affecting budgeting process – variance analysis.

Unit IV - Capital Budgeting: Difference between operating and capital budgets – role of capital budgets – time value of money - Investment Appraisal – NPV – ARR - Payback Period – Discounted Cash Flow techniques of NPV and IRR – Profitability Index.

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|---|---|
| CO1 | Analyse a Hospitality operation's performance using appropriate operational ratios and statistics | PO1, PSO8 |
| CO2 | Interpret correct cost management decisions based upon their understanding of the nature of the costs involved in the decision. | PO3, PSO6 |
| CO3 | Differentiate between good and bad practices within the budgeting process: operating budget; cash budget. | PO3, PSO6 |
| CO4 | Perform cost-volume- profit calculations, from scenarios provided, which act as a guide to the decision. | PO3, PSO8 |

Suggested reading:

- Hospitality Management Accounting, 9th edition, JAGELS, M. G. (2006), John Wiley, New York, USA
- Managerial Accounting, Balakrishnan, Siva Ramakrishnan, Sprinkle, John Wiley, New York, USA

Semester IV

GU CODE: BACA406 Kitchen Design and Engineering

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: This course is designed to give students the basic concepts of decision making and value creation through accounting. This course provides an understanding of costs management, operations and capital budget, budgetary control and variance analysis

Course outcomes:

After completion of semester IV, the students should be able to:

- CO1 To understand the preparation of kitchen design
- CO2 To identify the requirement of commercial kitchen
- CO3 To understand the kitchen ergonomics
- CO4 To emphasis on hygiene factors in the kitchen

Units:

Unit I: Kitchen layout and design - Principles of kitchen layout and design - Factors affecting kitchen design - Flow of work and space allocation - Layout of commercial kitchen - Budgeting

Unit II: Requirement for commercial Kitchen - Types of equipment- heating, cooling - Developing specifications for various kitchen equipment - Planning of kitchen support services

Unit III: Kitchen ergonomics - Introduction - Work triangle - Incorporating kitchen ergonomics in commercial setup - Types of kitchen layout

Unit IV: Hygiene Factors - Exhaust systems - Drainage and drain pest management systems - Pest control systems

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|---|--|
| CO1 | To understand the preparation of kitchen design | PO1, PSO1 |
| CO2 | To identify the requirement of commercial kitchen | PO1, PSO1 |
| CO3 | To understand the kitchen ergonomics | PO1, PSO1 |

| | | |
|------------|---|------------------|
| CO4 | To emphasis on hygiene factors in the kitchen | PO1, PS01 |
|------------|---|------------------|

Suggested Reading:

- Double Entry Bookkeeping – T S Grewal, S. Chand Publications
- Financial Accounting, K S Maheshwari, 5th Edition, Vikas Publishing
- Accountancy, D K Goel, APC Publishing

Semester V

GU CODE: BACA501 Culinary Skills Development II (Theory and Practical)

20 hours theory
80 hours practical
6 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours
Practical: 50 marks

Course Description: This course is designed to give students the basic idea of Indian cookery and theory of cooking. Students will be introduced to intermediate and advanced cooking concepts in both the classroom and kitchen environment like regional Indian gravies, regional Indian cooking methods, terminology, equipment, measurements, Indian stocks, soups, poultry fabrication and cooking, meat cookery, and seafood identification and cookery. Students will learn plate presentation and garnishing techniques. These cookery skills will be applied in the classroom, kitchen laboratory and at other sites.

Course Outcomes:

After completion of semester V, the students should be able to:

- CO1 Enable students to build confidence and fundamental practical skills in food preparation to acceptable market standards
- CO2 Understand the historical, geographical, and religious impacts on the regional cuisine.
- CO3 Analyze the regional and community cuisine of India.
- CO4 Select and use hand tools, measuring equipment, and thermometers properly.
- CO5 Define regional spices, seasoning and various ingredients used in Indian cuisine.
- CO6 Evaluate regional masala and the blends.
- CO7 Describe regional Indian cooking techniques and processes.
- CO8 Evaluate the cooking techniques of bhunao, talna, tandoor etc.

Units:

Theory:

Unit I: Indian Kitchen Layout – Introduction - Section in Indian Kitchen - Equipment used - Difference between Indian and Western section

Unit II: Regional cuisine of India - Introduction to different regions - Historical Influence - Cultural and religious influence -Regional influence

Unit III: Community Cuisine – Introduction - Features and characteristics - Ingredients and process used - Impact on regional cuisine - Demand in Food and Beverage outlets

Unit IV: Dum and Tandoor Cooking - Origin of Dum cooking - Classical preparations - Origin of Tandoor - Fabrication and Installation of tandoor - Features of a tandoor - Traditional Home Style Indian cooking - Adaptation by Hotels

Practical:

Unit I: Regional and Sub Regional Cuisine – Appetizer - Bread/Rice Preparation - Main Course – Accompaniments – Dessert

Unit II: Community Cuisine of India – Appetizer - Bread/Rice Preparation - Main Course – Accompaniments – Dessert

Unit III: Traditional Home Style Indian Cooking - Cultural Preparations - Serving styles - Eating habits

Unit IV: Dum Cooking and Tandoor - Serving styles - Eating habits

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|---|---|
| CO1 | Enable students to build confidence and fundamental practical skills in food preparation to acceptable market standards | PO1, PSO2 |
| CO2 | Understand the historical, geographical, and religious impacts on the regional cuisine. | PO1, PSO2 |
| CO3 | Analyze the regional and community cuisine of India. | PO1, PSO2 |
| CO4 | Select and use hand tools, measuring equipment, and thermometers properly | PO1, PSO2 |
| CO5 | Define regional spices, seasoning and various ingredients used in Indian cuisine. | PO1, PSO2 |
| CO6 | Evaluate regional masala and the blends. | PO1, PSO2 |
| CO7 | Describe regional Indian cooking techniques and processes. | PO1, PSO2 |
| CO8 | Evaluate the cooking techniques of bhunao, talna, tandoor etc. | PO1, PSO2 |

Suggested reading:

- INDER SINGH KALRA, Prashad - Cooking with Indian Masters.
- PARVINDER S. BALI, Quantity Food Productions & Indian Cuisine.
- PARVINDER S. BALI, Food Production Operations.
- THANGAM E PHILIP, Modern Cookery.
- S. H. FERNANDO, Rice & Curry: Sri Lankan Home Cooking.
- PUSHPESH PANT & RAMINDE, Jiggs Kalra's Classic Cooking of Avadh.
- BHATNAGAR, SANGEETA & SAXENA, R.K., Dastarkhwan-E-Awadh.
- DASGUPTA, MINAKSHIE, Bengla Ranna: The Bengal Cookbook
- KAPOOR, SANJEEV; Sanjeev Kapoor's Simply Indian.
- DATTA, NEETA; 1000 Great Indian Recipes: The ultimate book of Indian cuisine.
- SIKKA, MARUT; Indian Flavors.
- PANT, PUSHPESH; Jiggs Kalra's Daawat.

Semester V

GU CODE: BACA502 Marketing II

30 hours theory

10 hours tutorial

4 credits

Examination details:

Internal: 20 marks

External: 80 marks; duration 3 hours

Course description: This course is designed to give students the required skills and knowledge to understand internet-based marketing distribution channels for the hospitality industry. Students will explore available digital platforms and channels as well as related applications of E-commerce used. It introduces the concept of digital sales and digital channel management. Community management is also explored as well as new components in the social media landscape. The effects of digital disruption are discussed both from the consumer and the product perspective and extended to all service providers.

Course outcomes:

After completion of semester V, students should be able to:

- CO1 Assess the theory, practice, and use of general digital marketing models.
- CO2 Identify and target consumers and prospects with personalised digital experiences.
- CO3 Implement innovative digital technologies and online sales.
- CO4 Prototype user-facing communication channels for user engagement.
- CO5 Support digital graphic for marketing campaigns Teaching and Learning Strategies and Method.

Units:

Unit I: Introduction to Digital Marketing - The Digital Marketing Ecosystem - Online Reputation Management – 3i Principles of Digital Marketing - Mobile Marketing Process – Different Kinds of Mobile Marketing – E-mail Marketing Process – Kinds of E-mail Marketing

Unit II: Search Marketing: What is a Search Engine – What is Search Engine Optimisation – Key Factors Impacting Search Engine Optimisation – What is Search Engine Marketing – Different Kinds of Keywords- Pay Per Click Process – Creating Search Engine Marketing campaigns using Google Ads

Unit III: Display Advertising and Video Marketing: Banner Ad Formats – Display Advertising Process – Organic Video Marketing: Types and Scope – Paid Video Marketing via Google Ads.

Unit IV: Social Media Marketing – Types of social media – Social Media Marketing Process – Types of Influencers – Influencer Marketing: Challenges and Opportunities – The Metaverse: Opportunities for brands – Content Marketing: Content Formats and Advantages of Content Marketing

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|------------------------|--|---|
| CO1 | Assess the theory, practice, and use of general digital marketing models. | PO1, PS02 |
| CO2 | Identify and target consumers and prospects with personalised digital experiences. | PO1, PS02 |
| CO3 | Implement innovative digital technologies and online sales. | PO1, PS02 |
| CO4 | Prototype user-facing communication channels for user engagement. | PO1, PS02 |
| CO5 | Support digital graphic for marketing campaigns Teaching and Learning Strategies and Method. | PO1, PS02 |

Suggested reading:

- Hofacker, C. F. (2018). Digital Marketing: Communicating, Selling and Connecting. UK: Elgar Publishing
- The Art of Digital Marketing by Ian Dodson

Semester V

GU CODE: BACA503 Entrepreneurship

30 hours theory
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course description: This course will offer students an insight into the approaches of an entrepreneurial mindset. The students will develop their observation, problem solving and presentation skills, exploring how visual thinkers, strategist and storytellers confront problems. Working in small teams, they will design and evaluate solutions to real-world problems from ideation to formation and persuasion of stakeholders.

Course outcomes:

After completion of semester V, students should be able to:

- CO1 Demonstrate an understanding of how entrepreneurial thinking may be applied to real world issues.
- CO2 Identify and articulate a specific design challenge.
- CO3 Design a creative solution to observed problems and validate the solution with stakeholders.
- CO4 Address the implication of the proposed solutions.
- CO5 Visualize and clearly communicate a compelling, human-centred narrative.

Units:

Unit I: Introduction to Business Model: Different building blocks – Business model canvas – Different patterns of business models

Unit II: Entrepreneurial Design: Customer Insights – Ideation – Visual thinking – Prototyping and Story Telling.

Unit III: Strategy: The Business Model Environment – Evaluating Business Models - Types of business and ownership - Determine which model is appropriate for what type of business. Evaluate the business and recommend steps to launch an entrepreneurial enterprise.

Unit IV: Creating a business plan: Design a business plan with an innovative mindset including components of a marketing plan, human resource strategy.

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|---|--|
| CO1 | Demonstrate an understanding of how entrepreneurial thinking may be applied to real world issues. | PO1, PS02 |

| | | |
|------------|--|------------------|
| CO2 | Identify and articulate a specific design challenge. | PO1, PS02 |
| CO3 | Design a creative solution to observed problems and validate the solution with stakeholders. | PO1, PS02 |
| CO4 | Address the implication of the proposed solutions. | PO1, PS02 |
| CO5 | Visualize and clearly communicate a compelling, human-centred narrative. | PO1, PS02 |

Suggested reading:

- Business Model Generation, Alexander Osterwalder and Yves Pigneur
- Burlingame B. (2005) *Small Giants*, Penguin Books, New York
- DeBono E. (1990) *Lateral thinking, Creativity Step by Step*, Harper Perennial, New York.
- Gladwell M. (2000) *The Tipping Point*, Little Brown & CO., New York.
- Nesheim J., L. (2000) *Tech Start Up, The complete hand book for creating successful new tech companies*, Free Press, New York.

Semester V

GU CODE: BACA504 Human Resource II

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: Human Resource management is a key function of any organization as an enabler to manage diverse teams in the global workplace. This course prepares students to face technical and operational challenges related to HRM in the modern-day workplace. Key themes explored include recruitment, interviewing techniques, training and development, team dynamics, equal opportunity, diversity management, compensation strategy and leadership within the organization.

Course outcomes:

After completion of semester V, students should be able to:

- CO1 Understand the function, scope and theories related to human resource management.
- CO2 Develop an understanding of the problems associated with interviews and recruitment, as well as solutions to these.
- CO3 Apply HR-related functional activities such as motivation, appraisal, training and development, performance management etc. for the development of high performing workgroups.
- CO4 Identify the different factors involved in the leadership and management of a diverse workforce.
- CO5 Distinguish between behavioural and situational interviews.

Unit I: Introduction to HRM: Defining HRM – Importance of HRM - Employment laws in different countries - characteristics of workers & HR personnel in hospitality and services.

Unit II: Methods of Recruitment: Formal & informal processes - Job description - planning staff - behavioural and situational interviews & selection - Compensation strategies – Dismissal procedures

Unit III: Diversity & work environment: Diversity of age, gender & religion - cultural differences - models of motivation for diversity & inclusion.

Unit IV: Training: On-the-job and off-the-job training – impediments to training - distinguishing training needs in the hospitality & services industry.

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|---|--|
| CO1 | Understand the function, scope and theories related to human resource management. | PO1, PSO2 |
| CO2 | Develop an understanding of the problems associated with interviews and recruitment, as well as solutions to these. | PO1, PSO2 |

| | | |
|------------|--|------------------|
| CO3 | Apply HR-related functional activities such as motivation, appraisal, training and development, performance management etc. for the development of high performing workgroups. | PO1, PS02 |
| CO4 | Identify the different factors involved in the leadership and management of a diverse workforce | PO1, PS02 |
| CO5 | Distinguish between behavioural and situational interviews. | PO1, PS02 |

Suggested reading:

- Aswathappa K. Human Resource Management. Tata McGraw-Hill Education, 2010
- Dessler, G. (2017). Human Resource Management. 15th ed. Harlow – Essex. Pearson Education
- Open textbook. Human Resource Management (2016). University of Minnesota Libraries Publishing. ISBN 13: 9781946135117

Semester V

GU CODE: BACA505 Finance III

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: In this course, students will examine the role of accounting within a business with a focus on sources of external finance(borrowing), taxation, and bankruptcy costs in terms of the main types of business organisations such as sole proprietors, partnerships, private limited companies, and public limited companies. Students will also identify the risk and return associated with different levels of financial leverage (borrowing) and operational leverage. Additionally, students will learn the main investment appraisal techniques, allowing them to evaluate proposed investments in large projects such as a new restaurant or hotel from a number of financial perspectives.

Course outcomes:

After completion of semester V, students should be able to:

- Compare and appraise the main sources of finance from both an internal/ external perspective and a short term and long-term viewpoint.
- Identify and compare the main implications of high and low gearing.
- Analyse and assess major Capital Budgeting techniques.
- Assess and evaluate the role of accounting in an organisation.
- Synthesis and evaluate the finance and tax implications of business structures.

Units:

Unit I: Balance Sheet: Balance Sheet – Trial Balance - Account Statement – Cash Accounting – concepts _

Unit II: Accounting: Cash flow - Cash Flow Statement - Overdraft - Risk Vs Return

Unit III: Sources of Finance: Types – Finance and Tax Implications – Limited Company – Bonds –Capital –

Unit IV: Cost of Capital: Weighted Average Cost of Capital, Investing and Financing – Decision making rules – Advantages and Disadvantages.

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|-------------|--|
| | | |

| | | |
|------------|--|------------------|
| CO1 | Compare and appraise the main sources of finance from both an internal/ external perspective and a short term and long-term viewpoint. | PO5, PSO2 |
| CO2 | Identify and compare the main implications of high and low gearing. | PO3, PSO2 |
| CO3 | Analyse and assess major Capital Budgeting techniques. | PO5, PSO2 |
| CO4 | Assess and evaluate the role of accounting in an organisation. | PO7, PSO2 |
| CO5 | Synthesis and evaluate the finance and tax implications of business structures. | PO7, PSO2 |

Suggested reading:

- Accounting for non-accounting students, Dyson, J. R. (2010): Financial Times, Prentice Hall
- Managerial Accounting, Balakrishnan, Siva Ramakrishnan, Sprinkle, John Wiley, New York, USA

Semester V

GU CODE: BACA506 Research Methodology

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: The subject will help students to understand the relevance of the research in each area of hospitality industry. Business research encompasses the processes of inquiry, investigation, examination, and experimentation. By the end of the program, they will be able to explain research in many forms and shapes with relevant data analysis and interpretation. It will enable to understand the relevance of research in the process of decision making for any business.

Course outcomes:

After completion of semester V, students should be able to:

- CO1 Critically appraise relevant sources and reference appropriately.
- CO2 Apply suitable research methods to a specific situation.
- CO3 Cooperate with others to undertake a research project.
- CO4 Formulate a coherent research design.

Units:

Unit I: Introduction and Sources: Referencing – Non-academic

Research – Academic Research – finding referencing – Literature Review – Academic Writing

Unit II: Data Collection: Data collection –Meaning, types of data, methods of collecting primary; data-observation, interview and questionnaire, Sources of secondary data,

Unit III: Research Method: Sample design and sampling procedure, determination of sample size, research methods of collecting primary data, and issues in construction of questionnaire.

Unit IV: Report Writing - Meaning and types of research report, ingredients of research report, layout of the research report, mechanics of writing a research report, challenges of a good report writing

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|---|--|
| CO1 | Critically appraise relevant sources and reference appropriately. | PO1, PS02 |
| CO2 | Apply suitable research methods to a specific situation. | PO1, PS02 |
| CO3 | Cooperate with others to undertake a research project | PO1, PS02 |

| | | |
|------------|---------------------------------------|------------------|
| CO4 | Formulate a coherent research design. | PO1, PS02 |
|------------|---------------------------------------|------------------|

Suggested reading:

- Research Methods for Business – A Skill Building Approach; Uma Sekaran and Roger Bougie – Wiley Publications - Seventh Edition – 2018
- Kumar Ranjit: Research Methodology: A Step-by-Step Guide for Beginners, Sage Publication, 2014.
- Kothari C.R. : Research Methodology, New Age International, 2011.

Semester VI

GU CODE: BACA601 Culinary Skills Development III (Theory and Practical)

20 hours lecture
80 hours practical
6 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours
Practical: 50 marks

Course Description: This course is designed to provide students with higher level of skills in the areas of food services and hospitality. Students will receive instruction in the use of fusion cuisine, advanced kitchen equipment's and fine dining plate presentation, advanced knife skills, cooking methods, cold preparations of meats, poultry and seafood, and menu planning. Students will participate in planning, preparation and serving of meals through project-based learning. Students will follow the guidelines for food preparation skills as they relate to the standards set by the food service industry. They will apply these skills throughout this course. Emphasis will be on quality food preparation, teamwork, developing a critical palate, and researching current culinary trends.

Course outcomes:

After completion of semester VI, students should be able to:

- CO1 Enable students to build confidence and advanced practical skills in food preparation to acceptable market standards.
- CO2 Understand the importance of fusion cuisine.
- CO3 Prepare and serve a variety of cold cuts in accordance with recipe and customer Requirements.
- CO4 Demonstrate Classical French and contemporary patés, terrines and buffet items.
- CO5 Apply fine dining presentation principles successfully to food items.
- CO6 Apply menu planning and critical thinking to food re-interpretation.
- CO7 Preparation of various a la minute style dishes.

Units:

Theory:

Unit I: Garde manger-II, Charcutier - Introduction and Forcemeat, sausage - Terrine, Pate, Galantine, Roulade - Caviar and oyster - Curing, Pickling and Smoking - Pickles and Relishes

Unit II: Fusion cuisine - Historical and cultural components. - Connections, relationship, and application. - Challenges, benefits, and future of fusion cuisine diet.

Unit III: Modernist Cuisine – Sous Vide Cooking - Sous-vide scientific theory - Finding the right equipment - Preparation, vacuum sealing, storage, searing and chilling - Proper cooking - Temperatures for different types of food - Merging flavours, shapes and texture.

Unit IV: Modernist Cuisine – Molecular Gastronomy - New ingredients, tools, and techniques - Emerging Trends

Practical

Unit I: Garde Manger - Setting up of workstation - Prepare pate, terrine, and galantine - Cleaning of workstation - Sanitizing

Unit II: Cured and Smoked Foods - Setting up of workstation - Prepare gravlax, pastrami - Prepare pickles and relishes - Cleaning of workstation - Sanitizing

Unit III: Fine dining - Fusion cuisine (Molecular Gastronomy) – Soups – Sauces - Main course – Accompaniments

Unit IV: Fine dining - Fusion cuisine (Prepare using Sous Vide Techniques) – Soups – Sauces - Main course - Accompaniments

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|--|--|
| CO1 | Enable students to build confidence and advanced practical skills in food preparation to acceptable market standards | PO1, PSO2 |
| CO2 | Understand the importance of fusion cuisine. | PO1, PSO2 |
| CO3 | Prepare and serve a variety of cold cuts in accordance with recipe and customer requirements. | PO1, PSO2 |
| CO4 | Demonstrate Classical French and contemporary patés, terrines and buffet items. | PO1, PSO2 |
| CO5 | Apply fine dining presentation principles successfully to food items. | PO1, PSO2 |
| CO6 | Apply menu planning and critical thinking to food re-interpretation. | PO1, PSO2 |
| CO7 | Preparation of various a la minute style dishes. | PO1, PSO2 |

Suggested reading:

- BALDWIN, D., 2008. A Practical Guide To Sous Vide Cooking.
- Molecular Gastronomy: Exploring the Science of Flavor by HERVE THIS
- LABENSKY, S. R. and HAUSE, A. M. (1995), On Cooking: A Textbook of Culinary Fundamentals, Prentice Hall, Englewood Cliffs, NJ, ISBN 0-13-194515-7
- CAMPBELL, A. & GARLOUGH, R. (2011), Modern Garde Manger: A Global Perspective, 2nd edition, Cengage Learning, Boston, MA, USA, ISBN 978- 111130761-5

Semester VI**GU CODE: BACA602
Marketing III**

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: This course teaches students to use social media strategically to create value for a client or organization. An emphasis is placed on strategic collaboration, tactical execution, and measurement of social media efforts. Students will learn by doing in assignments focusing on social media post writing and publishing, management and measurement tools, a social media audit, an editorial calendar, a social media strategy and tactical plan, and crisis management. The course will cover blogs, Facebook, Twitter, Instagram, Pinterest, LinkedIn, and an array of niche social media platforms.

Learning Outcomes:

After completion of semester VI, students should be able to:

- CO1 Demonstrate knowledge of the principles and practices of social media management in a rapidly changing media environment.
- CO2 Apply theories of social media and digital promotion to the analysis of current industry norms, practices, media texts, and platforms.
- CO3 Apply and evaluate digital content strategy and use and interpret social media analytics.
- CO4 Produce a portfolio of digital content, and critically evaluate your own content production.

Units:

Unit 1: Understanding Customer Relationships: Introduction to CRM - Understanding relationships - Managing the customer journey: customer acquisition - customer retention and development.

Unit 2: Strategic CRM: SP: Understand the key drivers associated with information processing and buyer decision-making processes - Customer portfolio management - Managing customer-experienced value.

Unit 3: Consumer Decision Making Process - Consumer Problem Solving Techniques - Diffusion of Innovation and Consumer Adoption Process

Unit 4: Conducting a situation analysis for developing a marketing plan - Defining the firm's goals and objectives in a marketing plan - Formulating marketing strategies and action plans - Information systems for marketing decisions - sources of marketing information – secondary data and primary data

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|---|--|
| CO1 | Demonstrate knowledge of the principles and practices of social media management in a rapidly changing media environment. | PO1, PSO2 |

| | | |
|------------|--|------------------|
| CO2 | Apply theories of social media and digital promotion to the analysis of current industry norms, practices, media texts, and platforms. | PO1, PS02 |
| CO3 | Apply and evaluate digital content strategy and use and interpret social media analytics. | PO1, PS02 |
| CO4 | Produce a portfolio of digital content, and critically evaluate your own content production. | PO1, PS02 |

Suggested reading:

- Schaffer, Neal (2013). Maximize Your Social. New Jersey: John Wiley & Sons.
- Macarthy, Andrew (2015). 500 Social Media Marketing Tips: Essential Advice, Hints, and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More!

Semester VI

GU CODE: BACA603 Sustainable Business Practices

30 hours lecture
10 hours tutorial
4 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: As we progress as a civilization, the more we realize that sustainability is the only key to our survival. How can we as individuals, as chefs and as humans contribute to sustainability which is the growing need of the hour. Sustainability is more than just preparing greener meals; it is an entire shift in lifestyle. From a business perspective, sustainability can seem expensive at the outset but would prove most profitable in the long term.

Course outcomes:

After completion of semester VI, students should be able to:

- CO1 Understand the key reasons why sustainability is the need of the hour
- CO2 Describe the key determinants of sustainability
- CO3 Explain how sustainability is the key element for securing a long-term business
- CO4 Evaluate theories on sustainability and the different approaches to sustainability
- CO5 Develop and put into practice the key guidelines for a sustainable restaurant business
- CO6 Determine the gap between the policies and practices of companies that claim sustainability as one of their KRAs
- CO7 Prepare an action plan to ensure that the teams and management can implement sustainability in a small business project

Units:

Unit I: Environmental Responsibility – Fairtrade, GMO and the implications, Sustainable farming practices, Organic food, Co-op farming, farm-share, Local purchase, artisanal farmers, uphold traditional practices, serve society

Unit II: Calculating carbon footprint – Creating a zero or negative carbon footprint, packaging waste, recycling, reuse,

Unit III: Environmental impact – Recycling of culinary waste, reduction of water usage, ensuring safety of water tables, rainwater harvesting and benefit to organizations

Unit IV: Animal conservation – Plant based, cell-based meat, mock meat, battery farming, vegetarianism and veganism, forest conservation

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|-------------|--|
| | | |

| | | |
|------------|---|------------------|
| CO1 | Understand the key reasons why sustainability is the need of the hour | PO1, PS02 |
| CO2 | Describe the key determinants of sustainability | PO1, PS02 |
| CO3 | Explain how sustainability is the key element for securing a long-term business | PO1, PS02 |
| CO4 | Evaluate theories on sustainability and the different approaches to sustainability | PO1, PS02 |
| CO5 | Develop and put into practice the key guidelines for a sustainable restaurant business | PO1, PS02 |
| CO6 | Determine the gap between the policies and practices of companies that claim sustainability as one of their KRAs | PO1, PS02 |
| CO7 | Prepare an action plan to ensure that the teams and management can implement sustainability in a small business project | PO1, PS02 |

Suggested reading:

- Our Common Journey: A transition towards sustainability – National Research Council
- Building a sustainable business: A guide to developing a business plan for farms and rural businesses- Minnesota Institute for Sustainable Agriculture
- Sustainability in the Food Industry – Wiley-Blackwell
- Utilization of By-Products and treatment of waste in the food industry – Vasso Oreopoulou, Winfried Russ

Semester VI

GU CODE: BACA604 Project Work and Small Business Operations

120 hours practical
6 credits

Internal marks: 100
Project submission marks: 100

Course Description: This course is designed to prepare students for the entrepreneurial challenge and success in small business operations. This includes starting, operating, and expanding a small business. This is a comprehensive examination of establishing and operating a small business in today's dynamic business environment. This course covers such topics as planning, selecting the location, focusing on the type of client and budgeting as per the plan.

Course outcomes:

After completion of semester VI, students should be able to:

- CO1 Explain the scope and functions of small business operations.
- CO2 Identify the small business management is suitable for them.
- CO3 Identify the access to the resources (informational and financial) necessary for success
- CO4 Manage, coordinate, and execute interdependent activities to fulfill established requirements that meet project goals and objectives.
- CO5 Monitor and control finances to ensure the accountability of monetary resources that support programs and policies.
- CO6 Explore new ideas, take reasonable job-related risks, treat new problems as opportunities

Units:

Theory:

Unit I: Planning - Concept development - Feasibility - Necessary approvals from agencies - Basic designing principles - Think SMART- specific, measurable, attainable, realistic, and timely

Unit II: Location - Market research - Site selection and planning - Space requirements - Facilities available

Unit III: Client - How to target - Community size - Market segmentation - Industry, competition, and marketing analysis

Unit IV: Budgeting – Start-up cost - Cost effectiveness - Financial analysis - Food cost - Fixed expenses and variable expenses.

Project requirement:

Unit I: Conceptualize - Finalizing the concept – fine dining, bar & pubs, café, QSR and food cart - Theme and cuisine – Interiors - Business plan

Unit II: Costing - Evaluating food cost. - Overhead cost – rent, interior, POS, marketing, kitchen equipment's and license. - Manpower plan – kitchen, service and management.

Unit III: Menu designing - Designing a stellar menu - Arranging suppliers and vendors

Unit IV: Installing right technology - Selecting the new age modern technology - App developing software - Software licenses for website analytical tools - Virtual phone system technology

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|---|--|
| CO1 | Explain the scope and functions of small business operations. | PO1, PSO2 |
| CO2 | Identify the small business management is suitable for them. | PO1, PSO2 |
| CO3 | Identify the access to the resources (informational and financial) necessary for success | PO1, PSO2 |
| CO4 | Manage, coordinate, and execute interdependent activities to fulfill established requirements that meet project goals and objectives. | PO1, PSO2 |
| CO5 | Monitor and control finances to ensure the accountability of monetary resources that support programs and policies. | PO1, PSO2 |
| CO6 | Explore new ideas, take reasonable job-related risks, treat new problems as opportunities | PO1, PSO2 |

Project Report

The report will need to be of 3000 words (10% variance permitted) and presented in the report format. The report will be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities, such as

- Business equipment and resources, including business technology
- Relevant legislation, regulations, standards, and codes
- Relevant workplace documentation and resources
- Case studies or possible, real situations
- Interaction with other stakeholders to formulate the report.

Suggested reading:

- NINEMEIER, J.D. (2009), Planning and control for Food and Beverage Operations, 7th Ed, Educational Institute of the American Hotel and Lodging Association, East Lansing, Michigan, ISBN 978-0-86612-339-6
- NINEMEIER, J.D. (2010), Management of Food and Beverage Operations, 5th Ed, Educational Institute of the American Hotel and Lodging Association, East Lansing, Michigan, ISBN 978-0-86612-344-0
- KATSIGRIS, C. and THOMAS, C. 1999, Design and Equipment for Restaurants and Foodservice: A Management View, John Wiley & Sons Inc, New York, ISBN 0471090689
- CICHY, R.F. and Hickey, P.J. Jr. 2005, Managing Service in Food and Beverage Operations, 3rd Ed., Educational Institute of the American Hotel and Lodging Association, East Lansing, Michigan, ISBN 978-0-86612-267-2

Semester VI

GU CODE: BACA605 Food Photography

30 hours lecture
3 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description: In this course, the students will learn how to craft a food story through images that are unique, intimate, and meaningful. The course will show you how to utilize natural light for shooting at the table or in a restaurant.

Course outcomes:

After completion of semester VI, students should be able to:

- CO1 Identify the effect of light in the photography.
- CO2 Explain the use of tools for camera
- CO3 Describe the different angle and focus to enlighten the effect of the food
- CO4 Application of Photoshop to edit the picture in realistic mode

Units:

Unit I: Photography Equipment and camera settings - Choosing a camera, lenses - Editing and organising - Shutter speed, exposure meter, shoot raw, white balance.

Unit II: Lighting - Introduction and 10 commands of light - Lighting test - Managing light - Lighting setups - How to setup artificial light

Unit III: Camera angles and focus - Angles for different food - Overhead shots - Tip's camera - Angle and surface shine - Where to focus

Unit IV: Food styling and editing - Action shots - Backboard/ shooting surfaces - Tips for Choosing and Using Props - Photoshop – Introduction - Step by Step - Editing with Photoshop

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|--|--|
| CO1 | Identify the effect of light in the photography. | PO1, PSO2 |
| CO2 | Explain the use of tools for camera. | PO1, PSO2 |
| CO3 | Describe the different angle and focus to enlighten the effect of the food | PO1, PSO2 |
| CO4 | Application of Photoshop to edit the picture in realistic mode | PO1, PSO2 |

Suggested reading:

- **Food Styling& Photography** For Dummies. - by Alison Parks-Whitfield.
- Digital **Food Photography** - written by **food** photographer Lou Manna

Semester VI

GU CODE: BACA606 Interior Design

30 hours lecture
3 credits

Examination details:

Internal: 20 marks
External: 80 marks; duration 3 hours

Course Description:

Interior Design is a key component of a successful culinary centric restaurant business. The study and implementation of the basic principles of design and space allocation is integral to successful space management, resource allocation and aesthetic appeal. The key objective is to empower the student with the ability to understand, process and even contribute to the creative design process.

Course outcomes:

After completion of semester VI, students should be able to:

- CO1 Elaborate the process of Interior Design
- CO2 Explain the elements of successful design
- CO3 Understand the importance of accurate space allocation
- CO4 Ably demonstrate workflow/ motion flow and flow on flow
- CO5 Understand the basic concepts of aesthetics

Units

Unit I: Hospitality design and process - Introduction - Hospitality project planning - Construction and process - Design brief and branding - Brand standard, design and build tools

Unit II: Materials and surfaces - Introduction - Wall, ceiling, and flooring - Carpets, wall coverings - Metal and finishes

Unit III: Furniture and art - Furniture, fixtures, and equipment - Artwork design development - Colours and lightings

Unit IV: Public area design – Introduction - Relationship of spaces and key elements - MEP (mechanical, electrical, and plumbing) - Restaurant design

| Course Outcomes | Particulars | Program Outcomes and Program Specific Outcomes |
|-----------------|---|--|
| CO1 | Elaborate the process of Interior Design | PO1, PS02 |
| CO2 | Explain the elements of successful design | PO1, PS02 |
| CO3 | Understand the importance of accurate space allocation | PO1, PS02 |
| CO4 | Ably demonstrate workflow/ motion flow and flow on flow | PO1, PS02 |
| CO5 | Understand the basic concepts of aesthetics | PO1, PS02 |

Suggested reading:

- ANDERSEN, P. & VANDEHEY, M. (2011), *Career Counseling and Development in a Global Economy*, 2nd edition, Wadsworth Publishing, USA, ISBN 0-84005- 459-8
- BARUCH, Y. (2004), *Managing Careers, Theory and Practice*, Prentice Hall, Persons Education, UK, ISBN 0-27567-800-0
- BRIGHT, J., HOOLEY, T. & WINTER, D. (2016), *You're Hired! Job hunting On/One: the Complete Guide*, Trotman, England, ISBN 1-84455-628-X