

NEP and Learning Outcome-based Curriculum Framework (LOCF)

For

**Undergraduate
Programme**

Bachelor of Arts in International Culinary Arts

(To be effective from the Academic Session 2023-24)



**Department of Management, Gurugram University,
Gurugram**

(A State Govt. University Established Under Haryana Act 17 Of 2017)

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1. Background

B.A in International Culinary Arts

The 4 years B.A Programme in International Culinary Arts is a full time program carefully structured to allow students to make an effective transition to graduate level of study and ensures they are fully prepared to start their career in the culinary domain of the hospitality sector. After successful completion of the four years' programme, the student would be awarded an Honors degree of B.A in International Culinary Arts.

The course builds on the student's interest and the skills they already have, using them as the basis for the introduction to the study of culinary arts. Over the four years' program there are two compulsory internships in semester III & semester VI. The semester III internship is a generic internship where the student is exposed to various sections of the kitchen and the semester VI internship is a specialized internship based on the specialization student opts for. The semester VII and VIII focuses on research methodology followed by a dissertation.

The B.A in International Culinary Arts offered by Vedatya is an initiative to bridge the gap by providing structured support to future culinary leaders. It provides an essential blend of theory with practical exposure to make a successful career in the culinary domain of the hospitality sector. The specialized culinary program will act as a stepping stone for budding chefs who want to advance their career in the vibrant sphere of culinary arts. The initial phase of the program provides an opportunity to acquire fundamental skills. Progressing to the advanced stage would let you choose an area of specialization in the form of a specialized internship with the focus on general cookery, bakery and confectionery.

This program aims to provide graduates with a good understanding of the hospitality industry, culinary skills, intellectual ability, and a deep understanding of professional cookery concerning the ever-challenging domain of culinary management. The culinary industry is a rewarding pathway for future aspirants looking to advance their career. With the growth of the hospitality sector, demand for qualified chefs has also increased. The industry is facing an acute shortage of skilled manpower to contribute to future growth. Various initiatives have showcased the issue so far; however, it has not been handled effectively, therefore having a robust industry validated program will help bridge the gap of supply and demand.

2. Programme Outcomes

On completing of B.A in International Culinary Arts Programme, the students shall be able to realize the following programme outcomes:

PO	Description
PO-1	Culinary Skills- Apply appropriate approaches to analyze current customer profile and food service preferences and evaluate market trends according to standard service style and cuisine.
PO-2	Communication- Possess the ability to effectively communicate thoughts and ideas, to develop and present arguments, and to persuade and advocate a position.
PO-3	Professional integrity and self-awareness- Demonstrate awareness of, and a facility for, the application of professional skills, ethical conduct, personal reflection, and respect for the knowledge, culture, and values of others.
PO-4	Analytical Problem Solving - To recognize the choice of content and method of communication with clarity of written and spoken expression and where applicable validate the information with credible evidence and sources.
PO-5	Operational Competency - Demonstrate a high degree of professionalism with required skills and knowledge attributes required to perform in chosen operational contexts in the service sector, contributing effectively in diverse settings.
PO-6	Responsible Global Citizen - Understanding of social and civic responsibilities with special focus on sustainability and environmental consciousness as a critical success factor for today's businesses.
PO-7	Leadership - Demonstrate understanding of leadership as an attribute, recognize different styles but appreciate the need to develop your own approach and style of leadership.
PO-8	Cognition and critical thinking- Demonstrate critical thinking and problem-solving skills, as well as critical independent thought and a capacity for lifelong learning.

3. Programme Specific Outcomes

On completing of B.A in International Culinary Arts Programme, the students shall be able to realize the following programme outcomes:

PSO	Description
PSO-1	It aims to provide graduates with a deep understanding of professional cookery, intellectual and professional development, awareness about culinary and hospitality industry and to be at pace with the ever-challenging domain of culinary management.
PSO-2	It facilitates students to be the future culinary leaders of the hospitality industry globally by learning from the industry relevant improvised and updated curriculum.
PSO-3	It involves students to be hands on and learn through applied learning. Concepts like farm to fork, sustainable practices, organic farming etc. are taught through experiential learning.
PSO-4	Experiential learning through culinary tours, hotel, restaurant and factory visits.
PSO-5	Learn and execute the food production cycle and analyze food production management through preparing the food items of a commercial standard and to offer them to potential customers.
PSO-6	It engages students in challenging, exciting, academically rigorous and relevant activities related to becoming a successful culinary professional.
PSO-7	Communicate knowledge, skills, and ideas with clarity and coherence to develop and influence collaborative and cooperative relationships with core stakeholders.
PSO-8	The initial phase of the programme provides an opportunity to acquire fundamental skills; Progressing to the advanced stage would let you choose an area of specialization in the form of a specialized internship with the focus on general cookery, bakery and confectionery.

4. Graduate Attributes

A graduate of BA in International Culinary Arts will possess the following attributes:

1. Culinary Skills
2. Creativity
3. Team Work
4. Communication
5. Digital and information literacy
6. Intercultural
7. Lifelong Learners
8. Ethical Awareness / Reasoning

The Undergraduate Programme in Culinary Arts is divided into three Levels corresponding to NHEQF with exit options at the end of each Level. The following exit options are available to a student based on successfully completing each level:

1. **Certificate In International Culinary Arts** at the end of 1 year / 2 semesters of studies,
2. **Diploma in International Culinary Arts** at the end of 2 years / 4 semesters of studies,
3. **Bachelor of Arts in International Culinary Arts** at the end of 3 years / 6 semesters of studies,
4. **Bachelor of Arts (Honors) in International Culinary Arts** at the end of 4 years / 8 semesters of studies,

5. Qualification descriptors

The qualification descriptors for each of the above levels are given herewith:

1. Certificate in International Culinary Arts

Element of the descriptor	level descriptors relating to undergraduate certificate in International Culinary Arts
Knowledge and understanding	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> • Basic knowledge of facts, concepts, principles, theories, and processes in broad interdisciplinary learning contexts within the field of culinary Arts. • Fair understanding of the linkages between different aspects of creative subjects and their application in varying contexts. • Be receptive to the acquisition of knowledge required for performing skilled tasks within an interdisciplinary context, in the field of culinary and bakery arts.
Skills required to perform and accomplish tasks	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> • An introductory range of cognitive and technical skills required for accomplishing assigned tasks relating to culinary and bakery arts. • Basic cognitive skills required to identify, analyze and synthesize information from a range of sources. • Foundational cognitive and technical skills required for selecting and using relevant methods, tools, and materials to assess the appropriateness of approaches to solving problems as well as creating viable solutions in the context of culinary and bakery arts.
Application of knowledge and skills	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Apply the acquired operational or technical and theoretical knowledge, and a range of cognitive and practical skills to select and use basic methods, tools, materials, and information to generate solutions to specific problems related to Culinary and bakery arts. • Resolve basic technical complexity in the creation and execution of tangible products and services.
Generic learning outcomes	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Listen carefully, read texts related to culinary, bakery arts and food culture as well as business and technology analytically and present information in a clear and concise manner to different groups/audiences. • Express thoughts and ideas effectively in writing and orally and present the results/findings of the experiments carried out in a clear and concise manner to different groups. <p>The graduates should be able to demonstrate the ability to:</p>

	<ul style="list-style-type: none"> • Meet one's own learning needs relating to the chosen fields of learning. • Pursue self-directed and self-managed learning to upgrade knowledge and skills required for higher level of education and training.
	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Gather and interpret relevant quantitative and qualitative data to identify problems and critically evaluate principles and theories associated with Culinary and bakery arts as well as various allied fields.
	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Make judgment and make decisions, based on analysis of data and evidence, for formulating responses to issues/problems associated with their learning, requiring the exercise of some personal responsibility for action and outputs/outcomes.
Constitutional, humanistic, ethical, and moral values	<p>The graduates should be able to demonstrate the willingness to:</p> <ul style="list-style-type: none"> • Practice constitutional, humanistic, ethical, and moral values in one's life, and practice these values in real-life situations. • Put forward convincing arguments to respond to the ethical and moral issues in the professional world.
Employment-ready skills, and entrepreneurship skills and mindset	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> • Knowledge and a basket of essential skills, required to perform effectively in a basic, entry level job in the field of culinary and bakery arts. • Ability to exercise responsibility for the completion of assigned tasks and for the outputs of own work, and to take some responsibility for group work and output as a member of the group.
Credit requirements	The successful completion of the first year (two semesters) of the undergraduate programme of 50.
Entry requirements	<p>Certificate obtained after successful completion of Grade 12 or equivalent state of education.</p> <p>Admission to the first year of the undergraduate programme will be open to those who have met the entrance requirements, including specified levels of attainment, in the programme admission regulations. Admission will be based on the evaluation of documentary evidence (including the academic record and/or evidence relating to the assessment and certification of prior learning) of the applicant's ability to pursue an undergraduate programme of study.</p>

Diploma in International Culinary Arts

Element of the descriptor	level descriptors relating to Undergraduate Diploma in International Culinary Arts
Knowledge and understanding	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> • Theoretical and technical knowledge in broad multidisciplinary contexts within the field of Culinary and bakery arts. • Deeper knowledge and understanding of one of the Majors and its underlying principles and theories. • Procedural knowledge required for performing skilled or paraprofessional tasks associated with different areas of Culinary and bakery arts. • Good understanding of the linkages between different aspects of creative subjects and their application in varying contexts.
Skills required to perform and accomplish tasks	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> • A comprehensive range of cognitive and technical skills required for accomplishing assigned tasks relating to Culinary and bakery arts. • Advanced cognitive skills required to identify, analyze and synthesize information from a range of sources, including technically advanced fields in the area of Culinary and bakery arts. • Advanced cognitive and technical skills required for selecting and using relevant methods, tools, and materials to assess the appropriateness of approaches to solving problems as well as creating viable solutions in the context of Culinary and bakery arts.
Application of knowledge and skills	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Apply the acquired operational or technical and theoretical knowledge, and a range of cognitive and practical skills to select and use basic methods, tools, materials, and information to generate solutions to specific problems related to Culinary and bakery arts. • Resolve deeper technical and conceptual complexities in the creation and execution of tangible products and services.
Generic learning outcomes	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Listen carefully, read texts related to culinary, creative arts and culture as well as business and technology analytically and present information in a clear and concise manner to different groups/audiences. • Express thoughts and ideas effectively in writing and orally and present the results/findings of the experiments carried out in a clear and concise manner to different groups.
	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Meet one's own learning needs relating to the chosen fields of learning.

	<ul style="list-style-type: none"> Pursue self-directed and self-managed learning to upgrade knowledge and skills required for higher level of education and training.
	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> Gather and interpret relevant quantitative and qualitative data to identify problems and critically evaluate principles and theories associated with Culinary and bakery arts as well as various allied fields.
	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> Make judgment and make decisions, based on analysis of data and evidence, for formulating responses to issues/problems associated with their learning, requiring the exercise of some personal responsibility for action and outputs/outcomes.
Constitutional, humanistic, ethical, and moral values	<p>The graduates should be able to demonstrate the willingness to:</p> <ul style="list-style-type: none"> Practice constitutional, humanistic, ethical, and moral values in one's life, and practice these values in real-life situations. Put forward convincing arguments to respond to the ethical and moral issues in the professional world.
Employment- ready skills, and entrepreneurship skills and mind-set	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> Knowledge and a basket of essential skills, required to perform effectively in a basic, entry level job in the field of Culinary and bakery arts. Ability to exercise responsibility for the completion of assigned tasks and for the outputs of own work, and to take some responsibility for group work and output as a member of the group.
Credit requirements	<p>The successful completion of the first two years (four semesters) of the undergraduate programme of 93 credit-hours including 20 credit job-specific internship/apprenticeship that would help the graduates acquire job-ready competencies required to enter the workforce.</p>
Entry requirements	<p>Continuation of study or lateral entry in the second year of the undergraduate programme will be possible for those who have met the entrance requirements, including specified levels of attainment, specified in the programme regulations. The continuation of study will be based on the valuation of documentary evidence (including the academic record and/or evidence relating to the assessment and certification of prior learning and/or professional portfolio of work) of the applicant's ability to pursue an undergraduate programme of study. Lateral entry into the programme of study at NHEQF level 6 will be based on the validation of prior learning outcomes achieved, including those achieved outside of formal learning or through learning and training in the workplace or in the community, through continuing professional development activities, or through independent/self-directed learning activities.</p>

Bachelor of Arts in International Culinary Arts

Element of the descriptor	level descriptors relating to Bachelor's in International Culinary Arts
Knowledge and understanding	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> • Comprehensive knowledge about a specialized field of enquiry, with depth in one Major of study with the support of Minors and Electives within a broad multidisciplinary / interdisciplinary context. • A deep and coherent understanding of the established methods and techniques of research and enquiry applicable to the combination of chosen learning areas. • Theoretical and technical knowledge in broad multidisciplinary contexts within the field of Culinary and bakery arts. • Comprehensive knowledge and understanding of one of the Majors and its underlying principles and theories. • Procedural knowledge required for performing skilled or paraprofessional tasks associated with different areas of Culinary and bakery arts. • Comprehensive understanding of the linkages between different aspects of creative subjects and their application in varying contexts.
Skills required to perform and accomplish tasks	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> • A comprehensive range of cognitive and technical skills required for accomplishing assigned tasks relating to Culinary and bakery arts. • Advanced cognitive skills required to identify, analyze and synthesize information from a range of sources, including technically advanced fields in the area of Culinary and bakery arts. • Cognitive and technical skills required to evaluate complex ideas and undertake research and investigations to generate solutions to real-life problems. • Generate solutions to complex problems independently, requiring the exercise of full personal judgment, responsibility, and accountability for the output of the initiatives taken as a practitioner.
Application of knowledge and skills	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Apply the acquired advanced technical and/or theoretical knowledge, and a range of cognitive and practical skills to analyze the quantitative and qualitative data gathered drawing on a wide range of sources for identifying problems and issues relating to the chosen fields of learning comprising Major and Minor subjects. • Apply advanced knowledge relating to research methods to carry out research and investigations to formulate

		evidence-based solutions to complex and unpredictable problems.
Generic Learning outcomes	Learning	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Listen carefully, read texts related to culinary, creative arts and culture as well as business and technology analytically and present complex information in a clear and concise manner to different groups / audiences. • Communicate technical information and explanations, and the findings / results of the research studies relating to specialized fields of learning. • Present in a concise manner one's views on the relevance and applications of the findings of research and evaluation studies in the context of emerging developments and issues in the field of Culinary and bakery arts.
		<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Meet one's own learning needs relating to the chosen fields of learning. • Pursue self-directed and self-managed learning to upgrade knowledge and skills required for higher level of education and training.
		<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Gather and interpret relevant quantitative and qualitative data to identify problems and critically evaluate principles and theories associated with culinary and bakery arts as well as various allied fields.
		<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • Make judgment and make decisions, based on analysis of data and evidence, for formulating responses to issues/problems associated with their learning, requiring the exercise of some personal responsibility for action and outputs/outcomes.
		<p>The graduates should be able to demonstrate:</p> <ul style="list-style-type: none"> • A keen sense of observation, enquiry, and capability for asking relevant / appropriate questions. • The ability to problematize, synthesize and articulate issues and culinary appropriate plans for action.
		<p>The graduates should be able to demonstrate:</p> <ul style="list-style-type: none"> • The ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inference based on the analysis and interpretation of data, and predict cause-and-effect relationships. • The ability to plan, execute and report the results of an experiment or investigation. • The ability to acquire the understanding of basic research ethics and skills in practicing/doing ethics in the field/ in own research work.

	<ul style="list-style-type: none"> Exercise judgment based on evaluation of evidence from a range of sources to generate solutions to complex problems, including real-life problems in the field of Culinary and bakery arts requiring the exercise of full personal responsibility and accountability for the initiatives undertaken and the outputs/outcomes of own work as well as of the group as a team member.
Constitutional, humanistic, ethical, and moral values	<p>The graduates should be able to demonstrate the willingness to:</p> <ul style="list-style-type: none"> Practice constitutional, humanistic, ethical, and moral values in one's life, and practice these values in real-life situations. Adopt objective, unbiased, and truthful actions in all aspects of work related to the chosen field(s) of learning and professional practice. Put forward convincing arguments to respond to the ethical and moral issues in the professional world. Participate in actions to address environmental and sustainable development issues. Follow ethical practices in all aspects of research and development, including avoiding unethical practices such as fabrication, falsification or misrepresentation of data or committing plagiarism.
Employment- ready skills, and entrepreneurship skills and mind-set	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> Comprehensive knowledge and skills required to perform effectively in a relatively advanced level job in the field of Culinary and bakery arts. Ability to exercise responsibility for the completion of assigned tasks and for the outputs of own work, and to take leadership responsibilities for group work and output as a member of the group. Managing complex technical or professional activities or projects, requiring the exercise of full personal responsibility for output of own work as well as for the outputs of the group as a member of the group/team.
Credit requirements	<p>The successful completion of the three year (six semesters) of the undergraduate programme of 144 credit-hours with a 20 credit job-specific internship/apprenticeship in semester 3 that would help the graduates acquire specialized skills required to enter the workforce.</p>
Entry requirements	<p>Continuation of undergraduate programmes leading to bachelor's degree in International culinary arts will be possible for those who have met the entrance requirements, including specified levels of attainment, specified in the programme regulations. The continuation of study will be based on the valuation of documentary evidence (including the academic record and/or evidence relating to the assessment and certification of prior learning and/or professional portfolio of work) of the applicant's ability to pursue an undergraduate programme of study. Lateral entry into the programme of study at NHEQF level 7 will be based on the validation of prior learning outcomes achieved, including those achieved outside of formal learning or through learning and</p>

	training in the workplace or in the community, through continuing professional development activities, or through independent/self-directed learning activities. A student who has successfully completed level 6 of the NHEQF will be eligible for entry to the final two years of the four year BA in International culinary arts degree.
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Bachelor of Arts (Honors) in International Culinary Arts

Element of the descriptor	level descriptors relating to Bachelor's in International Culinary Arts
Knowledge and understanding	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> • advanced knowledge about a specialized field of enquiry, with depth in one or more fields of learning within a broad multidisciplinary / interdisciplinary context. • a coherent understanding of the established methods and techniques of research and enquiry applicable to the chosen fields of learning . • an awareness and knowledge of the emerging developments and issues in the chosen fields of learning, • procedural knowledge required for performing and accomplishing professional tasks associated with the chosen fields of learning
Skills required to perform and accomplish tasks	<p>The graduates should be able to demonstrate the acquisition of:</p> <ul style="list-style-type: none"> • a range of cognitive and technical skills required for performing and accomplishing complex tasks relating to the chosen fields of learning , • cognitive and technical skills relating to the established research methods and techniques, • cognitive and technical skills required to evaluate complex ideas and undertake research and investigations to generate solutions to real-life problems, • generate solutions to complex problems independently, requiring the exercise of full personal judgment, responsibility, and accountability for the output of the initiatives taken as a practitioner.
Application of knowledge and skills	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • apply the acquired advanced technical and/or theoretical knowledge and a range of cognitive and practical skills to analyze the quantitative and qualitative data gathered drawing on a wide range of sources for identifying problems and issues relating to the chosen fields of learning, • apply advanced knowledge relating to research methods to carry out

	research and investigations to formulate evidence based solutions to complex and unpredictable problems
Generic learning outcomes	<p>The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> • listen carefully , read texts and research papers analytically and present complex information in a clear and concise manner to different group s/ audiences, • communicate technical information and explanations, and the findings/ results of the research studies relating to specialized fields of learning • present in a concise manner one's views on the relevance and applications of the findings of research and evaluation studies in the context of emerging developments and issues. • meet own learning needs relating to the chosen fields of learning, • pursue self-paced and self-directed learning to upgrade knowledge and skills that will help accomplish complex tasks and pursue higher levels of education and research.
Constitutional, humanistic, ethical, and moral values	<p>The graduates should be able to demonstrate the willingness to:</p> <p>Practice constitutional, humanistic, ethical, and moral values in one's life, and practice these values in real-life situations.</p> <p>Adopt objective, unbiased, and truthful actions in all aspects of work related to the chosen field(s) of learning and professional practice.</p> <p>Put forward convincing arguments to respond to the ethical and moral issues in the professional world.</p> <p>Participate in actions to address environmental and sustainable development issues.</p> <p>Follow ethical practices in all aspects of research and development, including avoiding unethical practices such as fabrication, falsification or misrepresentation of data or committing plagiarism.</p>
Employment- ready skills, and entrepreneurship skills and mindset	<p>The graduates should be able to demonstrate the acquisition of:</p> <p>Comprehensive knowledge and skills required to perform effectively in a relatively advanced level job in the field of Culinary and bakery arts.</p> <p>Ability to exercise responsibility for the completion of assigned tasks and for the outputs of own work, and to take leadership responsibilities for group work and output as a member of the group.</p> <p>Managing complex technical or professional activities or projects, requiring the exercise of full personal responsibility for output of own work as well as for the outputs of the group as a member of the group/team.</p>

Credit requirements	The successful completion of the four years (eight semesters) of the undergraduate programme of 184 including 40 credit job-specific on the job training/ consultancy project work/ internship/apprenticeship followed by a dissertation in semester 8 that would help the graduates acquire competencies to be successful in the area of specialization.
Entry requirements	Continuation of undergraduate programmes leading to bachelor's degree (Honors) in International culinary arts will be possible for those who have met the entrance requirements, including specified levels of attainment, specified in the programme regulations. The continuation of study will be based on the valuation of documentary evidence (including the academic record and/or evidence relating to the assessment and certification of prior learning and/or professional portfolio of work) of the applicant's ability to pursue an undergraduate programme of study.

6'
Scheme of Programme
Bachelor of Arts in International Culinary Arts

Semester 1

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
(Major/Minor/and Multidisciplinary Course)											
CDSC101	Food Production and Culinary Art		2	0	4	4	30	70	35	15	150
CDSC108	Basics of Bakery & Confectionary		1	0	6	4	30	70	35	15	150
CMIC102	Food and Beverage Service Operations		2	0	4	4	30	70	35	15	150
CMDC103	Introduction to Marketing		2	0	0	2	30	70	0	0	100
CMDC104	Environment and Disaster Management		3	0	0	3	30	70	0	0	100
Ability Enhancement Course(s)											
CAEC105	Campus to Corporate - Level 1		1	0	2	2	30	70	35	15	150
Skill Enhancement Course(s)											
CSEC106	Slow Food & Gastronomic Practices		2	0	2	3	30	70	0	0	100
Value Addition Course(s)											
CVAC107	EFSET Score 6 - Level 1 (BL)		2	0	0	2	0	0	0	50	50
Total Credits			15	0	18	24	210	490	140	110	950

Semester 2

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
(Major/Minor/and Multidisciplinary Course)											
CDSC201	Cuisines & Cultures of Mediterranean Regions		2	0	4	4	30	70	35	15	150
CDSC203	Regional Indian Cuisine		2	0	4	4	30	70	35	15	150
CMIC208	Sweets & Dessert		2	0	6	5	30	70	35	15	150
CMDC204	Finance Basics Level 1		3	0	0	3	30	70	0	0	100
Ability Enhancement Course(s)											
CAEC205	Campus to Corporate - Level 2		1	0	2	2	30	70	35	15	150
Skill Enhancement Course(s)											
CSEC202	Introduction to Digital Marketing		2	0	0	2	0	0	70	30	100
Value Addition Course(s)											
CVAC207	EFSET Score 6 - Level 2 (BL)		2	0	0	2	0	0	0	50	50
Total Credits			14	0	16	22	150	350	210	140	850

Please Note:

- After successfully completing 1st Year(46 Credits), Certificate in International Culinary Arts will be awarded to the students, in addition they complete one vocational course of 4 credits during the summer vacation of the first year.

Semester 3 (Internship)

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
(Major/Minor/and Multidisciplinary Course)											
CDSC301	Supervised Work Experience		0	0	24	12			50	50	100
Supervised Work Experience I											
CINT306	Supervised Work Experience Report		0	0	16	8			50	50	100
Total Credits			0	0	40	20			100	100	200

* The practical end term (PE) and practical internal (PI) for semester 3 can be either a Practical/Viva/Report/ or a presentation.

Semester 4

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
(Major/Minor/and Multidisciplinary Course)											
CDSC401	Pan Asian Cuisine		2	0	4	4	30	70	35	15	150
CDSC402	Advanced Bakery & Pastry Arts		2	0	4	4	30	70	35	15	150
CDSC403	The Art of Vegetarian & Vegan Cooking		2	0	4	4	30	70	35	15	150
CMIC406	Food Production & Culinary Art		2	0	6	5	0	0	70	30	100
Ability Enhancement Course(s)											
CAEC405	Campus to Corporate - Level 3		1	0	2	2	30	70	35	15	150
Skill Enhancement Course(s)											
CSEC404	Future of Food & Chefs Employment		2	0	0	2	30	70	0	0	100
Value Added Course (s)											
CVAC403	Design Thinking (BL)		2	0	0	2	0	0	0	50	50

Total Credits			13	0	20	23	150	350	210	140	850
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Please Note:

- After successfully completing 2nd Year (89 Credits), Diploma in International Culinary Arts will be awarded to the students, In addition they complete one vocational course of 4 credits during the summer vacation of the second year.

Semester 5

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
(Major/Minor/and Multidisciplinary Course)											
CDSC501	Epicurean Food		2	0	8	6	30	70	35	15	150
CDSC502	Garde Manger		2	0	8	6	30	70	35	15	150
CMIC503	Gourmet Desserts and Artisanal Breads		2	0	6	5	30	70	35	15	150
CMIC504	Hospitality Events Management Planning		2	0	6	5	0	0	50	50	100
CMDC09	Entrepreneurship in Hospitality, Leisure and Tourism Industries		4	0	0	4	30	70	0	0	100
Ability Enhancement Course(s)											
CAEC506	Hospitality Events Management Project Report		0	0	4	2	0	0	50	50	100
Value Addition Course(s)											
CVAC507	Science of Happiness (BL)		2	0	0	2	0	0	0	50	50
Skill Enhancement Course(s)											
CSEC505	WSET Level 1		2	0	4	4	30	70	35	15	150

Total Credits			16	0	36	34	180	420	175	125	900
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Semester 6 (Specialized Internship)

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
(Major/Minor/and Multidisciplinary Course)											
CDSC301	Specialized Work Experience		0	0	40	20			50	50	100
Total Credits			0	0	40	20			50	50	100

*** The Evaluation of supervised work experience will be 50% certificate earned (PI) and 50% for External viva(PE).**

Please Note:

- **After successfully completing 3rd Year(143Credits), Bachelor of Arts in International Culinary Arts will be awarded to the students.**

Semester 7 (Honors)

Core Course(s) (Major)											
Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
CDSC701/G EN	Business Models and Business Model Innovation		4	0	0	4	30	70	0	0	100
CDSC702/G EN	International Business And Entrepreneurial Funding		4	0	0	4	30	70	0	0	100
CDSC703/G EN	Statistics for Research		4	0	0	4	30	70	0	0	100
CDSC704/G EN	Research Problem Solving & Business Reporting		4	0	0	4	30	70	0	0	100
CDSC705/G EN	Business and Professional Ethics		4	0	0	4	30	70	0	0	100
CMIC706/G EN	Personal Finance		4	0	0	4	30	70	0	0	100
Total Credits			24	0	0	24	180	420	0	0	600

Semester 8

Option 1 (Honors)

Dissertation/Internship/Academic Project/Entrepreneurship/On the Job Training											
Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
CDSOTJ 801	6 months On the Job Training & Report Submission		20				0	0	350	150	500
CMIC802	MOOC (<i>on any discipline of interest</i>)		4	0	0	4	30	70	0	0	100
Total Credits			4	0	0	24	30	70	350	150	600

NOTE:

- The On the Job training Report shall be submitted by the candidates in the manner as specified by the department. On the Job Training (OTJ) will comprise of discipline specific training focusing on 5 important areas:
 - Industry Understanding
 - Domain Specific Practical Application
 - Domain Specific Latest Technology & Innovations
 - Managing Complexities
 - Interpersonal and Other Soft Skills
- Each student is required to pass MOOC available on SWAYAM portal or any other online educational platform of repute of 4 credits (Option will be given by the Course Coordinator). The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.

Semester 8**Option 2 (Honors with Research)**

Dissertation/Internship/Academic Project/Entrepreneurship/On the Job Training											
Course Code	Course Title	Course ID	L	T	P	Cred its	TI	TE	PE	PI	Total
CDSC801	Research Methodology		4	0	0	4	30	70	0	0	100
CDSC802	Continuing Professional Development for Leadership		4	0	0	4	30	70	0	0	100
CMIC803	Research Ethics and Tools for Plagiarism		4	0	0	4	30	70	0	0	100
CDR804	Dissertation Report		4	8	0	12	0	0	0	10 0	100
Total Credits			1 6	8	0	24	90	210	0	10 0	400

NOTES:

1. The students who exercise the exit option after 3 years of UG course, the PG program will be of 2 years.
2. The students who exercise the exit option after 4 years of UG course opting for either option 1 or 2, the PG program will be of 1 year.
3. The students who exercise the exit option after 4 years of UG course option for option 2 will be eligible directly for admission in the Ph.D program.

Please Note:

- After successfully completing 4th year(191 credits), Bachelor of Arts (Honors) in International Culinary Arts will be awarded to the students.

Details of courses

Sem	Discipline Specific Courses (DSC)		Minor Courses (MIC including Vocational Courses[VOC])		Multidisciplinary Courses (MDC)		Ability Enhancement Courses (AEC)		Skill Enhancement Courses (SEC) Community Outreach		Value Addition Courses (VAC)		Internship		Research Project/ Dissertation		Total Credit
	No. of Courses	Total Credit	No. of Courses	Total Credit	No. of Courses	Total Credit	No. of Courses	Total Credit	No. of Courses	Total Credit	No. of Courses	Total Credit	No. of Courses	Total Credit	No. of Courses	Total Credit	
I	2	8	1	4	2	5	1	2	1	3	1	2	0	0	0	0	24
II	2	8	1	5	1	3	1	2	1	2	1	2	0	0	0	0	22
III	1	12	0	0	0	0	0	0	0	0	0	0	1	8	0	0	20
IV	3	12	1	5	0	0	1	2	1	2	1	2	0	0	0	0	23
V	2	12	2	10	1	4	1	2	1	4	1	2	0	0	0	0	34
VI	1	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20
VII	5	20	1	4	0	0	0	0	0	0	0	0	0	0	0	0	24
VIII	1	20	1	4	0	0	0	0	0	0	0	0	0		0	0	24
VIII	2	8	1	4	0	0	0	0	0	0	0	0	0	0	1	12	24
Total Credit	Discipline Specific Courses (DSC)	112	Minor Courses (MIC including Vocational Courses[VOC])	32	Multidisciplinary Courses (MDC)	12	Ability Enhancement Courses (AEC)	8	Skill Enhancement Courses Community Outreach	11	Value Addition Courses (VAC)	8	Internship	8	Research Project/ Dissertation (for honors with research)	12 #	191
%	DSC	59	MIC(VOC)	17	MDC	6	AEC	4	SEC	6	VAC	4	INT	4	RES	(#6)	100

12 (6%) credits for the students opting for research project/dissertation.

Total Courses

41

Learning Outcome Index

Semester	PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
	Course No.								
1	CDSC101	✓	✓	✓	✓		✓		✓
	CDSC108	✓	✓	✓	✓		✓		✓
	CMIC102	✓	✓	✓			✓	✓	
	CMDC103	✓	✓		✓	✓	✓		✓
	CMDC104	✓	✓	✓			✓	✓	✓
	CAEC105	✓	✓		✓		✓		✓
	CSEC106	✓	✓	✓		✓	✓		✓
	CVAC107	✓		✓		✓	✓		
2	CDSC201	✓	✓	✓	✓		✓	✓	
	CDSC203	✓	✓	✓		✓		✓	
	CMIC208	✓	✓		✓	✓	✓		✓
	CMDC204	✓	✓		✓		✓		✓
	CAEC205	✓	✓	✓	✓	✓		✓	
	CSEC202	✓	✓		✓	✓		✓	✓
	CVAC207	✓	✓	✓			✓	✓	✓
3	CDSC301	✓	✓	✓	✓		✓	✓	✓
	CINT306	✓		✓	✓		✓		✓
4	CDSC401	✓	✓		✓	✓	✓	✓	✓
	CDSC402	✓	✓	✓	✓		✓	✓	
	CDSC403	✓	✓	✓		✓	✓	✓	
	CMIC406	✓	✓	✓	✓		✓	✓	
	CAEC405	✓	✓	✓	✓		✓		✓
	CSEC404	✓	✓	✓	✓		✓		✓
	CVAC403	✓	✓	✓	✓	✓		✓	
5	CDSC501	✓	✓	✓	✓		✓		
	CDSC502	✓	✓	✓	✓		✓	✓	✓
	CMIC503	✓	✓	✓		✓			✓
	CMIC504	✓	✓	✓	✓		✓		✓
	CMDC509	✓	✓	✓		✓		✓	

	CAEC 506	✓	✓	✓	✓			✓	✓
	CVAC507	✓	✓	✓	✓			✓	✓
	CSEC505	✓	✓	✓	✓			✓	✓
6	CDSC301	✓	✓	✓	✓		✓	✓	✓
7	CDSC701/G EN	✓	✓	✓	✓	✓	✓		
	CDSC702/G EN	✓	✓	✓	✓	✓	✓		
	CDSC703/G EN	✓	✓	✓	✓	✓	✓	✓	
	CDSC704/G EN	✓	✓	✓	✓	✓	✓		
	CDSC705/G EN	✓	✓	✓	✓	✓	✓		
	CMIC706/G EN	✓	✓	✓	✓	✓	✓		
8(Option 1) Honors	CDSOJT801	✓	✓	✓	✓	✓	✓		
	CMIC802	✓	✓	✓	✓	✓	✓		
8(Option 2) Honors with research	CDSC801	✓	✓	✓	✓	✓	✓		
	CDSC802	✓	✓	✓	✓	✓	✓		
	CMIC803	✓	✓	✓	✓	✓	✓		
	CDR804	✓	✓	✓	✓	✓	✓		

9. Syllabus

SEMESTER 1 Food Production and Culinary Art Subject code - CDSC101

L-T-P(2-0-6)

Theory Internal: 30

Practical External: 35

Practical Internal: 15

Theory External: 70

Time Allowed: 3 Hrs

Type of Course:- Discipline Specific Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC))	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project Dissertation
√							

Introduction to the Course:

The aim of the course is to give learners both theoretical and practical understanding of Food Production and Culinary Art. Learners are trained for preparation of different kinds of food and presentations, along with an understanding of basic concepts, technical knowledge and competencies. With the comprehensive exposure to the working conditions of a kitchen, learners will be able to understand, organize, and perform the various functions that are critical to the success of a hotel.

Course Outcome: - After completing the course learners would be able to:

CO1. Recognise safe, hygienic working practices in all operational departments but especially the kitchens and restaurants.

CO2. Identify food commodities and equipment, their characteristics and uses.

CO3. Understand the need for control with regards to food.

CO4. Understanding time management and the importance of teamwork.

Detailed Syllabus:

Unit-I

Theory - Introduction to cookery- attitude, behavior and personal hygiene; kitchen department and its role; classical brigade, organizational structure of the kitchen, duties and responsibilities of personnel; classification of stocks and its uses; preparation of various soups.

Practical - Introduction to tools and equipment; basic vegetable cuts; introduction to stocks and mother sauces; home style vegetable pulao with raita, stuffed paratha with raita and suji halwa.

Unit-II

Theory - Introduction to sauces, their classification and uses; overview of vegetable cookery, effects of heat on vegetables, pigment and color change; classification of various types of fish and shellfish, cuts and storage of fish and shellfish.

Practical - Cream of mushroom served with garlic bread, spaghetti carbonara served with garlic bread, panna cotta; veg and non-veg salad nicoise, fish and chip with french fries and boiled vegetables, vegetable croquettes with french fries and boiled vegetables, fruit trifle.

Unit-III

Theory - Cooking methods and ways of heat transference; equipment used in various methods; classification of poultry and storage; application of cooking methods; commodities used in bakery and pastry, different types of flour, raising agents, fats and oils.

Practical - Leek and potato soup served with garlic bread, lamb stew served with rice, ricotta and spinach cannelloni with tomato and basil sauce and garlic bread and choco lava.

Unit-IV

Theory - Classification and uses of egg, structure, grading and types; introduction to salads - composition, types, salad dressing, method of preparation; understanding of baking, ingredients used in bread making and principles of bread making.

Practical - Rajma galouti served with mint chutney, kaliarajala, dal lucknowi, dum aloo lucknowi, sheermal, zarda pulao and zauq-e-shahi.

TEXT BOOK

- Bali, P.S. (2017), *Food Production Operations*, Oxford, New Delhi

OTHER RECOMMENDED TEXTS

- Foskett, D., Paskins, P. and Rippington, N. (2019), *Practical Cookery* (14th edn), Hodder Education, UK
- Motarjemi, Y., Moy, G. and Todd, E.C.D. (2014), *Encyclopaedia of food safety*, Apple Academic Press, Amsterdam
- Arora, K. (2008), *Theory of Cookery*, Frank Bros & Co., New Delhi

Final Assessment (FA)

Theory Internal (TI)	30 Marks
Theory External (TE)	70 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA) = (TI+TE+PI+PE)	150 Marks

Internal Assessment (IA)

The Internal Assessment (IA) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1 : Mid Term Exam (TI)	30
2	Assessment 2 : Practical assessment (PI) Continuous Assessment/ Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment/Report	15
Internal Assessment (IA) = (TI) + (PI)		45

External Assessment (EA)

The External Assessment **(EA)** will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage (%)
1	End term theory exam (TE)	70
2	End term practical (PE)	35
External Assessment (EA) = (TE)+ (PE)		105

The question paper pattern for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Basics of Bakery & Confectionary
Subject code - CDSC108

L-T-P(2-0-6)

Theory External: 70

Theory Internal: 30

Practical External: 35

Practical Internal: 15

Time Allowed: 3 Hrs

Type of Course:- Minor Course

Discipline Specific Course (DSC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
	√						

Introduction to the Course:

The Bakery operations have a dual goal: Understanding – That is, an understanding of theory, of how to bake and serve. Performing – that is, the mastery of a set skills and the ability to apply them to a wide range of baking principles and products.

Throughout the program, the Chef instructor guides the students, and your inputs are encouraged. Exposure to a variety of Recipes and techniques can only enrich the students' education and enhance the depth of their experience.

Course Outcome: - After completing the course learners would be able to:

CO1. This module/course will provide you with details about the world of pastry

CO2 Introduction to Pastry and bakery Theory

CO3 Introduction to Pastry and bakery Practical

CO4 Understanding of various items and equipment used in the bakery

CO5 Implementation of basics to produce WOW desserts.

Detailed Syllabus:

Unit-I

Theory- Introduction to Bakery, Identification of Equipment, Basic ingredients, Dry Raw material used in Bakery operations, Introduction to professional culinary setup, Understand the section of a pastry bakery, Understand the hierarchy of the culinary setup, Understand the bakery and confectionery equipment.

Practical: Understanding of the basic skills in the pastry & bakery

Unit-II

Theory - Understand the various ingredients used in the bakery, The basic dry ingredients used to make a dough, Basic dry ingredients and uses in Pastry, Identify the devices and

instruments needed, Understanding the importance of an ingredient in the process of baking, The basic moist ingredients used to make a dough, Basic dry ingredients and uses in Pastry, Understanding the importance and relevance of an ingredient in the process of baking and pastry arts

Practical: Understanding of the basic skills in the pastry & bakery.

Unit-III

Theory - Introduction to The ancillary ingredients used to in bakery and confectionery arts, Understanding the usage of the ancillary ingredient in the process to support baking and pastry, Techniques in bread making, Process of Bread making, Using techniques: sifting, kneading, proving

Practical: Implementing of the basic skills required to do bread making in the pastry & bakery

Unit-IV

Theory: Theory of tea cakes and muffins, Understand the methods used, Role of each ingredient, Cut and fold method, Creaming method, Whipping, Various methods to make the cookies, Creaming of fat and sugar to make cookies and shortbread

Practical: Using theory knowledge to create cookies and cakes in the bakery.

TEXT BOOK

- P.S. BALI (2018) "THEORY OF BAKERY AND PATISSERIE". New Delhi: Oxford

OTHER RECOMMENDED TEXTS

- P. S. Bali (2021) "Food Production Operations": Oxford University press
- Kumar A., Y (2012). Textbook of Bakery and Confectionery. New Delhi: PHI Learning Private Limited.

Final Assessment (FA)

Theory Internal (TI)	30 Marks
Theory External (TE)	70 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA) = (TI+TE+PI+PE)	150 Marks

Internal Assessment (IA)

The Internal Assessment (IA) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1 : Mid Term Exam (TI)	30
2	Assessment 2 : Practical assessment (PI)	15

	Continuous Assessment/ Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment/Report	
Internal Assessment (IA) = (TI) + (PI)		45

External Assessment (EA)

The External Assessment (**EA**) will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage (%)
1	End term theory exam (TE)	70
2	End term practical (PE)	35
External Assessment (EA) = (TE)+ (PE)		105

The question paper pattern for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

MAPPING MATRIX

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Food and Beverage Service Operations
Subject code - CMIC102

L-T-P(2-0-4)

Theory External: 70

Theory Internal: 30

Practical External: 35

Practical Internal: 15

Time Allowed: 3 Hrs

Type of Course:- Discipline Specific Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC))	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
√							

Introduction to the Course:

The course aims to give the learner excellent knowledge of the duties, roles and responsibilities of a food and beverage server. The module/course will also build the practical knowledge of the learner to understand the different aspects of service. The hospitality industry has high standards of work and operational practices which needs to reflect in the curriculum.

Course Outcome: - After completing the course learners will be able to:

CO1. Explain Explore the purpose, role and areas of responsibility of a food and beverage department in a hotel unit.

CO 2. Analyze the topography of the food and beverage service industry.

CO 3. Understand the sequence of service.

CO 4. Understand the term 'Menu' and its importance as a sales tool.

Detailed Syllabus:

Unit-I

Theory - Width of the food and beverage service industry; styles and types of catering; recognition of different F&B equipment and their uses; understanding the role of food and beverage department; F&B hierarchy; attributes of a good server; mise-en-scene and mise-en-place.

Practical - Familiarization of F&B service department; food & beverage service etiquette; familiarization of F&B service equipment; care & maintenance of food & beverage service equipment.

Unit-II

Theory - Ancillary sections - still room; silver room, wash-up, hot plate; pantry & linen store; introduction to menu; styles of service - waiter service, self service and assisted service; menu in different catering establishments; sequence of service.

Practical - Balancing of salver; practicing of service gear; laying a table cloth; changing a table cloth during service; organizing side station, napkin folds, service of water.

Unit-III

Theory - Introduction to french classical menu; exploring each course with examples; international menu with accompaniments; french culinary terms; breakfast and its types; menu & cover for breakfast; brunch service; afternoon tea.

Practical - Greet the guest; meet the guest; seat the guest; menu reading, writing a KOT; order taking; mock order taking; set up of AM tea & PM tea.

Unit-IV

Theory - Origin of cheese; evolution of cheese: identify different styles of cheese with examples; manufacturing of cheese; international accompaniments of cheese; room service; attributes of RSOT; room service equipment; layout of room service pantry.

Practical - Room service tray set up; room service trolley set up; carrying of room service tray and trolley; taking of room service orders.

TEXT BOOK

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

OTHER RECOMMENDED TEXTS

- George,B. and Chatterjee,S. (2011), *Food and Beverage Service and Management*, Jaico Publication, Mumbai
- Lillicrap, Cousins and Smith (1998), *Food and Beverage Service*, ELST Publication, London

Final Assessment (FA)

Theory Internal (TI)	30 Marks
Theory External (TE)	70 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA) = (TI+TE+PI+PE)	150 Marks

Internal Assessment (IA)

The Internal Assessment (IA) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
--------	--------------------------------	-----------------

1	Assessment 1 : Mid Term Exam (TI)	30
2	Assessment 2 : Practical assessment (PI) Continuous Assessment/ Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment/Report	15
Internal Assessment (IA) = (TI) + (PI)		45

External Assessment (EA)

S. No.	External Assessments Components (EA)	Marks/Weightage (%)
1	End term theory exam (TE)	70
2	End term practical (PE)	35
External Assessment (EA) = (TE)+ (PE)		105

The External Assessment **(EA)** will have the following components:**The question paper pattern** for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Environment and Disaster Management
Subject code - CMDC104

L-T-P(3-0-0)

Theory External: 70

Theory Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Multidisciplinary Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
		√					

Introduction to the Course:

This course is focused on a quintessential aspect of human life - sustainability of our natural and cultural resources. The focus of this course will be on sharing knowledge and skills that learners can deploy in their personal and professional lives towards implementing sustainability practices. As the world faces challenges like climate change, epidemics, outbreaks and various natural/ man-made disasters, it is becoming critical that the young learners understand and commit themselves to follow sustainable practices.

Course Outcome: - After completing the course learners will be able to:

CO1: To recognize the significance and critical need to understand and implement sustainable practices in personal and professional life, demonstrate practical understanding of practices like up-cycle, re-cycle, reduce, reuse

CO2: Identify and implement simple practical solutions to reduce energy & water consumption, using technology to drive reduced paper use, manage wet/green waste such that it is recycled/ utilized, explore and deploy practices like composting, grey water use, drip irrigation and more

CO3: Understand the range of disasters- man made or otherwise that one may have to respond to, appreciate the importance of advance planning as an approach to surviving potential disasters, list key steps to take when encountering disaster situations

Detailed Syllabus:

Unit-I

Theory - Define sustainability as per Brundtland commission's report, CSR (corporate social responsibility) and its role towards sustainability, Sustainability practice with a wide range of

consumption elements- energy, water, food raw materials, paper usage etc, Documenting best practices for action in personal lives.

Unit-II

Theory - GRIHA audit and findings, Practical exposure to the organic farming process through visits to farms/ working with NGOs.

Unit-III

Theory - Definition and classification of disasters, Approaches towards managing disasters, Listing of practical steps to take pre and post disasters, Role of government in disaster management.

Unit-IV

Theory - Environment and Natural Resources - Multidisciplinary nature of environmental sciences, scope and importance, Need for public awareness; Land resources; land use change; Land degradation, soil erosion and desertification; Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations; Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state); Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

TEXT BOOK

- Daniel C. Esty and P.J. Simmons, The Green to Gold- Business Playbook, Wiley.
- Pamela J. Stewart and Andrew J. Strathern, Sustainability, Conservation, and Creativity: Ethnographic Learning from Small-scale Practices, Rutledge.
- Mrinalini Panday, Disaster Management, Wiley.

Final Assessment (FA)

Theory Internal (TI)	30%
Theory External (TE)	70%
Final Assessment (FA) = (TI+TE)	100%

Theory Internal (TI) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Mid Term Exam (MTE)	10%
2	Assessment 2 : Practical assessment (PA) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play/ Live Projects/ Simulation / Worksheet Assessment/ Essay/ Report writing	20%
Internal Assessment (TI) = (MTE) + (PA)		30%

Theory External

The **question paper pattern** for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
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Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Campus to Corporate - Level 1
Subject code -CAEC105

L-T-P(2-0-0)

Theory External: 70

Theory Internal: 30

Practical External: 35

Practical Internal: 15

Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
			√				

Introduction to the Course:

The course aims to develop well-rounded professionals who possess not only technical skills but also the personal qualities and interpersonal abilities that are essential for success in the industry. Learners should learn how to present themselves in a polished and professional manner, adhere to ethical standards, and maintain a positive attitude and work ethic.

Course Outcome: - After completing the course learners will be able to:

CO1: Recognize the components of professionalism and practice them in preparation of joining the workforce.

CO2: Express and apply the concept of effective communication (verbal & written) and begin to present themselves professionally.

CO3: Identify different personality styles and (collaboration) the application in Hospitality.

Detailed Syllabus:

Unit-I

Theory - Corporate etiquette- Introduction; handshake; giving a cardways; self Introduction, dining etiquettes and application to hotel management.

Practical – self Introduction video making, handshake practice sessions.

Unit-II

Theory - Corporate grooming essentials-Introduction to grooming; skincare; makeup and hair; corporate dressing; Friday dressing; the magic of styling; basic body shapes; perception management - What is perception; unconscious biases; application to hotel management.

Practical – practice session grooming experts.

Unit-III

Theory- Basics of Communication- communication definition, kinds of communication – verbal, written and non verbal, mehrabian's study, barriers to communication, definition of verbal and non- communication and its components and application to hospitality management; 7C's of business communication, common types of written business communication

Practical- speaking sessions

Unit-IV

Theory- Presentation Skills- Introduction to presentation; analyse the purpose; content building; understanding the audience and environment; design the approach; execute the presentation and application of listening skills to hospitality management.

Practical- presentation practice sessions

TEXT BOOK

- Kumar, Sanjay.(2019), *Communication Skills a Workbook*: Oxford University Press

OTHER RECOMMENDED TEXTS

- Kumar, S. & Lata, P (2018) *Communication Skills-A Workbook*, Oxford University Press
- Devendra, A. (2015) *Soft Skills for Hospitality*, Oxford University Press
- Bolles, R. N. (2015). *The 2008 what color is your parachute? - A Practical Manual for Job-Hunters and Career-Changers*. Berkeley, Ten Speed Press.
- Mukherjee, H.S (2013) *Business Communication Connecting at Work*, Oxford University Press

Final Assessment (FA)

Theory Internal (TI)	30 Marks
Theory External (TE)	70 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA) = (TI+TE+PI+PE)	150 Marks

The Internal Assessment (IA) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1 : Mid Term Exam (TI)	30
2	Assessment 2 : Practical assessment (PI)	15

	Continuous Assessment/ Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment/Report	
Internal Assessment (IA) = (TI) + (PI)		45

The External Assessment (**EA**) will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage (%)
1	End term theory exam (TE)	70
2	End term practical (PE)	35
External Assessment (EA) = (TE)+ (PE)		105

The question paper pattern for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Introduction to Marketing
Subject code - CMDC103

L-T-P(2-0-0)

Theory External: 70

Theory Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
			√				

Introduction to the Course:

To achieve business success requires constant review of marketing strategies and maintenance of marketing knowledge. Foundations of Marketing introduces the foundational concepts/frameworks in marketing and develops both strategic and short-term marketing and planning perspectives. Topics include the marketing environment, market segmentation, new product development and the marketing mix, as well as mix interactions, strategies, implementations and controls. This course develops communication and team processes which are valued attributes within marketing environments.

Course Outcome: - After completing the course learners will be able to:

CO1. Evaluate the key concepts and principles of marketing in an applied setting.

CO2. Critically evaluate the components of the marketing mix using marketing theory and frameworks.

CO3. Conduct a current Situation Analysis of a company/product/brand.

CO4. Create a written report suitable for a business audience.

Detailed Syllabus:

Unit-I

Theory - Introduction to marketing - definition, principles, issues and challenges; PESTEL and SWOT analysis - external and internal marketing environment, environmental scanning process; STP process - market segmentation, targeting and positioning, segmentation of consumer market, business market, targeting approaches and positioning strategies.

Unit-II

Theory - 7 Ps of Marketing - concept, terminologies, benefits, and process; product lifecycle - process, categories of adopters and their characteristics; branding - definition, types, policies,

co-branding and brand extension; marketing communication - definition, elements, characteristics, advertising, theories and strategies.

Unit-III

Theory- Channel management - understanding, importance, functions, strategy and structure; Intermediaries - benefits, types and process; retailing - types, store presence; relationship between pricing and costs, sales revenue, investment cost; approaches - cost-oriented, demand-oriented, competitor-oriented, value-oriented and policies.

TEXT BOOK

- Kotler, P., Bowen, J., Makens, J.C. and Seyhmus B. (2017), *Marketing for hospitality and tourism* (7th edn), Pearson, England

OTHER RECOMMENDED TEXTS

- Brassington, F. and Pettitt, S. (2007), *Essentials of Marketing* (2nd edn), FT Prentice Hall, London
- Kotler, P. and Armstrong, G. (2010), *Principles of Marketing* (13th edn), McGraw Hill, New Delhi
- Baines, P., Fill, C., Page, K. and Sinha, P.K. (2013), *Marketing*, Oxford University Press, New Delhi
- Lamb, C.W., Hair, J.F., Sharma, D., and McDaniel, C. (2012), *MKTG: A South Asian Perspective*, Cengage Learning, New Delhi

Final Assessment (FA)

Theory Internal (TI)	30%
Theory External (TE)	70%
Final Assessment (FA) = (TI)+(TE)	100%

Theory Internal (TI) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Mid Term Exam (MTE)	10%
2	Assessment 2 : Practical assessment (PA) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play/ Live Projects/ Simulation / Worksheet Assessment	20%
TI= (MTE)+(PA)		30%

Theory External

The **question paper pattern** for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks

Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Slow Food & Gastronomic Practices Subject code - CSEC106

L-T-P(2-0-2)

**Theory External: 70
Theory Internal: 30**

Time Allowed: 3 Hrs

Type of Course:- Skill Enhancement Courses

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
				√			

Introduction to the Course:

The module/course aims to provide theoretical and analytical idea about Gastronomy and Slow food. It encompasses various aspects of food, including its taste, appearance, and cultural significance. Gastronomy combines culinary techniques, creativity, and knowledge of ingredients to create unique and memorable dining experiences, Slow food on the other hand is a term in Gastronomy that we will focus on to make sure the students understand the various Sustainable practises that are required to produce equitable food system by celebrating local food traditions, supporting small-scale producers, and encouraging individuals to make conscious and responsible food choices.

Course Outcome: - After completing the course learners will be able to:

CO1. Understand the significance of effective planning and utilization of natural resources within the context of Farming, Fishing and Composting.

CO2. Understand, analyze and critically evaluate: The practices that are essential for the production of Slow food

CO3. Learn and implement the skill required to analyze the Bourdieu's Stance.

CO4. Explain the various factors that influence the Gastronomical practices for the Production of Food.

Detailed Syllabus:

Unit-I

Theory - Overview of the concept of gastronomy, Identify some of the main ideologies around the development of the taste. Discuss the factors that influence the construction of taste. Understand the concept of industrialization of food. Discuss the emergence and need for industrialization and commercialization.

Unit-II

Theory - Recognize the global trends in gastronomic tourism. Understand and analyse the emergence of gastronomic tourism. Define and understand the key relationship between food and tourism. Understand the key elements of media and taste. Understand the relationship between media and its impact on the construction of taste.

Unit-III

Theory - Understand the concept of fast and slow food. Develop an understanding of the originality of regional and seasonal food. Recognize the global presence of slow food organizations. Define and understand key terms around slow food. Explore the concept of sustainability and sustainable development. Understand sustainable value chains, with a focus on food systems and industrial manufacturing systems

Unit-IV

Theory - Understand the key elements of traditional Indian food. Be able to explain and understand Indian food and culture. Realize the current state of Slow food in India. Analyze the future of slow food in the Indian context. Analyze the practices implemented by various hospitality organizations. Evaluate the role of humans and technology in planning and implementing various practices. Identify potential areas for research and development.

TEXT BOOK

- Petrini, C. B, Watson et.al. (2001). Collected Thoughts on Taste, Tradition, and the Honest Pleasure of Food, Slow Food, Chelsea green publishing company. USA.
- Petrini, C, Padovani, G. (2005). Slow Food Revolution, A New Culture for Eating and Living. Rizzoli., publication. USA.
- Sloan D (ed.) (2004) Culinary Taste: Consumer Behaviour In the International Restaurant Sector Oxford Butterworth Heinemann.

OTHER RECOMMENDED TEXTS

- Munjal S., Bhushan S., (eds.) 2017. Chapter 11: Culinary Innovation in Indian Hotels & Building Cost Efficiencies that Spur Profitability Growth. The Indian Hospitality Industry: Dynamics and Future Trends Advances in Hospitality and Tourism. Apple Academic Press.
- Sandeep Munjal & Sanjay Sharma, (2022) Food and Beverage Hospitality Industry in India, CRC Press.

Final Assessment (FA)

Theory Internal (TI)	30%
Theory External (TE)	70%
Final Assessment (FA) = (TI+TE)	100%

Theory Internal (TI) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Mid Term Exam (MTE)	10%
2	Assessment 2 : Practical assessment (PA) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play/ Live Projects/ Simulation / Worksheet Assessment/ Essay/ Report writing	20%
Internal Assessment (TI) = (MTE) + (PA)		30%

Theory External

The **question paper pattern** for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions.	6*4= 24 marks

	Question Type: Assessing Understanding level of a learner.	
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

EFSET Score 6 - Level 1
Subject code - CVAC107

L-T-P(2-0-0)

Practical Internal: 50

Type of Course:- Value Addition Course

Discipline Specific Course (DSC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
					√		

Introduction to the Course:

The EFSET assessment evaluates the language proficiency of individuals in English. To pass the EF SET assessment, you need to have a good understanding of the English language and be able to communicate effectively in both written and spoken English. This course helps you prepare for the EF SET assessment and increase your score by increasing your English language proficiency. Consistent practice is key to improving your English language skills and passing the EF SET assessment.

Course Outcome: - After completing the course learners will be able to:

CO1: Strengthen vocabulary grammar and listening skills through consistent practice.

CO2: Increase English language reading fluency with consistent practice.

Detailed Syllabus:

Unit-I

Theory & Practical - Vocabulary/Grammar/Listening: vocabulary-building exercises, reading English literature, watching English-language movies and TV shows, grammar exercises, reading English texts, listening to English language podcasts, news, and music.

Unit-II

Theory & Practical - Reading: reading English books, newspapers, and online articles.

Practical Internal will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Continuous Assessment (CA)	20%
2	Assessment 2 : Written Assessment (WA) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment	30%
Practical Internal= (CA) + (WA)		50%

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

SEMESTER 2

Cuisines and Cultures of Mediterranean Region Subject code - CDSC201

L-T-P(2-0-6)

Theory External: 70

Theory Internal: 30

Practical External: 35

Practical Internal: 15

Time Allowed: 3 Hrs

Type of Course: - Discipline Specific Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC))	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
√							

Introduction to the Course:

The aim of the module/course is to enable you to explore the concept of Mediterranean cuisines. It will focus on the cooking styles, reservation and enjoyment of regional, traditional food of the regions. It is important for the hotelier to understand the concept to increase the profits and at the same time provide variety, quality, freshness and environmental benefits to the customers.

Course Outcome: - After completing the course learners would be able to:

CO1. Understand the concept of Mediterranean Cuisine.

CO2. Understand the complete learning cycle right from the farm to fork by using many products from our farms.

CO3. Realize the importance of producing the international standards of the recipes.

CO4. Appreciate the need to protect biodiversity, food culture and healthy eating habits.

Detailed Syllabus:

Unit-I

Theory - Culinary map of Italy and Spain, and Italian culinary regions, style of cooking at different culinary regions such as Abruzzo, Basilicata, Campania, Emilia Romagna, Liguria, Lombardy, Piedmont, Puglia, Sardinia, Sicily, Tuscany, Umbria and Veneto. Types of cheese and cured meats used at different culinary regions, types of starches used in cuisine, importance of olive oil and balsamic vinegar in Italian and Spain cuisine, about pasta and different shapes of pasta, special ingredients used in Italian cuisine, sequence of Italian and Spain menu and speciality dishes of each course, desserts of Italian and Spanish cuisine and regional speciality.

Practical - Prepare regional Italian and Spanish dishes.

Unit-II

Theory - Explain the influence of Greek cuisine on the Western world as its culinary tradition, understand the importance of seafood in Greek cuisine, understand the history of Greek cheese making, explain the special ingredients used in Greek food, understand the popular Greek dishes.

Practical - Prepare Greek speciality dishes.

Unit-III

Theory - To understand the influence of geographical conditions on the Turkish and Moroccan cuisine, the herbs and spices used in these cuisines, importance of special items like mezze,

olive oil , lemon and garlic in the cuisine, understand the popular dishes and methods of preparation, explain the utensils used in the cuisine, importance of food during festivals and celebrations. Special ingredients used in Moroccan and Turkish cuisine, similarity between Moroccan and Turkish food.

Practical - Preparing popular Moroccan and Turkish mezze and main course.

Unit-IV

Theory- Understand the cooking style of Arabs and Lebanese community; explain the herbs and spices used in Lebanese food; eating habits and Turkish and Arabic community; what are the similarities of Turkish and Arabic food; popular dishes from Arabic and Turkish cuisine. Identify the equipment and utensils used in Turkish and Arabic cuisine.

Practical - Raj Preparing dishes from Turkish and Arabic cuisine.

TEXT BOOK

- Bali, P.S. (2017), *Advanced Food Production Operations*, Oxford, New Delhi

OTHER RECOMMENDED TEXTS

- Foskett, D., Paskins, P. and Rippington, N. (2019), *Practical Cookery* (14th edn), Hodder Education, UK
- Motarjemi, Y., Moy, G. and Todd, E.C.D. (2014), *Encyclopaedia of food safety*, Apple Academic Press, Amsterdam
- Arora, K. (2008), *Theory of Cookery*, Frank Bros & Co., New Delhi

Final Assessment (FA)

Theory Internal (TI)	30 Marks
Theory External (TE)	70 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA) = (TI+TE+PI+PE)	150 Marks

Internal Assessment (IA)

The Internal Assessment (IA) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1 : Mid Term Exam (TI)	30
2	Assessment 2 : Practical assessment (PI) Continuous Assessment/ Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment/Report	15
Internal Assessment (IA) = (TI) + (PI)		45

External Assessment (EA)

The External Assessment (**EA**) will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage (%)
1	End term theory exam (TE)	70
2	End term practical (PE)	35
External Assessment (EA) = (TE)+ (PE)		105

The question paper pattern for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2

CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Regional Indian Cuisine
Subject code - CDSC203

L-T-P(2-0-6)

Theory External: 70
Theory Internal: 30
Practical External: 35
Practical Internal: 15

TimeAllowed: 3 Hrs

Type of Course:- Minor Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
	√						

Introduction to the Course:

The aim of the course is to give students both theoretical and practical understanding of Indian regional cuisine. Students will be able to understand, organize, and perform the various functions that are critical to the success of a hotel. They will be trained in the preparation of different kinds of food with presentation, along with technical knowledge and competencies with proper mind-set and also able to analyze the usage of various kitchen utensils and equipment and learn the preparation methods of regional cuisine and develop the ability on purchasing, planning and indenting skills.

Course Outcome: - After completing the course learners would be able to:

CO1. Familiarisation in Indian cuisine

CO2. Identify food commodities and equipment, their characteristics and uses

CO3. Acquire Information on bulk kitchen equipments

CO4. Understanding time management and the importance of teamwork.

Detailed Syllabus:

Unit-I

Theory - Concept of volume cooking operation, types of establishments, usage of equipment and the maintenance; difference between cereals and grains, types of cereals and grains, impact of cooking, selection and storage; principles of indenting for volume catering, importance of purchase specifications, inventory control in stores, factors involved in inventory control in stores; introduction to Indian sweets and desserts, diversity in sweets, sweets in the festivals and religious ceremony.

Practical - Preparations of North Indian Menu.

Unit-II

Theory - History and origin of tandoor, various kinds of tandoors, uses, Installation, safety features; introduction to Awadhi cuisine, history, geographical location, special equipment, culinary terms; historical & background of Bengali cuisine, seasonal availability, special equipment, staple diets, specialty cuisine for festivals; geographic location of Goa, historical background' seasonal availability, special equipment, staple diets, specialty cuisine for festivals.

Practical - Preparations of North Indian Menu.

Unit-III

Theory - MenuIntroduction to Kashmiri cuisine, geographic location, historical background, seasonal availability, special equipment, staple diets, specially cuisine for festival;

Maharashtra geographic location, historical background of food, seasonal availability, special equipment, staple diets

Practical - Preparations of Menus from Central and South of India.

Unit-IV

Theory - Introduction to Rajasthan cuisine, geographic location, historical background, seasonal availability, special equipment, staple diets, specially cuisine for festival and special occasions; introduction to Hyderabad cuisine, geographic location, historical background, seasonal availability, special equipment, staple diets, specially cuisine for festival and special occasions

Practical - Preparations of South Indian Menu.

TEXT BOOK

- Bali, P.S. (2017), *Food Production Operations*, Oxford, New Delhi

OTHER RECOMMENDED TEXTS

- Foskett, D., Paskins, P. and Rippington, N. (2019), *Practical Cookery* (14th edn), Hodder Education, UK
- Motarjemi, Y., Moy, G. and Todd, E.C.D. (2014), *Encyclopaedia of food safety*, Apple Academic Press, Amsterdam
- Arora, K. (2008), *Theory of Cookery*, Frank Bros & Co., New Delhi

Final Assessment (FA)

Theory Internal (TI)	30 Marks
Theory External (TE)	70 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA) = (TI+TE+PI+PE)	150 Marks

Internal Assessment (IA)

The Internal Assessment (IA) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1 : Mid Term Exam (TI)	30
2	Assessment 2 : Practical assessment (PI) Continuous Assessment/ Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment/Report	15
Internal Assessment (IA) = (TI) + (PI)		45

External Assessment (EA)

The External Assessment (EA) will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage (%)
1	End term theory exam (TE)	70
2	End term practical (PE)	35
External Assessment (EA) = (TE)+ (PE)		105

The question paper pattern for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2

CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Finance Basics Level 1
Subject code - CMD204

L-T-P(3-0-0)

Theory External: 70
Theory Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Multidisciplinary Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
		√					

Introduction to the Course:

The course introduces students to the fundamental concepts in business finance and enables students to understand and to carry out financial calculations. The course also develops students' understanding of financial markets, such as stock and bond markets and examines the effects of the value of the firm created by the interaction of the investment and financial decisions including understanding risk and return trade-offs. Students taking this course are required to have an understanding of college-level mathematical/numerical principles.

Course Outcome: - After completing the course learners will be able to:

CO1. Students will understand the basics of financial management and how these are relevant in day to day life.

CO2. Students will be aware of different types of financial markets, gather knowledge about the financial instruments available in the markets and their trading.

CO3. Students will understand different types of banks and other non-financial intermediaries.

CO4. It will enable the students to manage their personal finance.

Detailed Syllabus:

Unit-I

Theory - Introduction and Basic Concepts :Important functions of Financial Management, Objectives of the firm: Profit maximisation vs. Wealth maximisation, Time Value of Money: concept and reasons, Compounding and Discounting techniques, Concepts of Annuity and Perpetuity. Risk-return relationship, Different source of Finance.

Unit-II

Theory - Cost of Capital/Financing decisions : Different sources of finance; long term and short term sources, Cost of capital: concept, relevance of cost of capital, Implicit and Explicit cost, specific costs (its computation) and weighted average cost (its computation) , rationale of after tax weighted average cost of capital, marginal cost of capital (its computation).

Unit-III

Theory - Capital expenditure decisions /Investment decisions: Objectives of Capital Budgeting Process, Concept of Cash flow, Methods of long term Investment decisions - Discounted Payback Period, Net Present Value, Profitability Index, Average Rate of Return / Accounting Rate of Return, Internal Rate of Return (Including relative merits and demerits of each of the methods)

Unit- IV

Theory- Dividend Decisions: Meaning, Nature and Types of Dividend, concept of pay-out ratio, retention ratio Decisions and growth, Dividend policies and formulating a dividend policy, Dividend Theories: Walter's Model, Gordon's Model.

Unit- V

Theory- Working Capital Management : Meaning and various concepts of Working Capital, Management of Working Capital and Issues in Working Capital, Estimating Working Capital Needs; Operating or Working Capital Cycle, Policies relating to Current Assets – Conservative, Aggressive and Balance, Various sources of finance to meet working capital requirements.

TEXT BOOK

- Rostogi, Fundamentals of Financial Management, Taxmann Publications
- Fundamental of Financial Management, Sharma, Gupta, Kalyani Publishers, New Delhi.

OTHER RECOMMENDED TEXTS

- Fundamentals of Financial Management, Vandana Dangi, V.K. Global Pvt. Ltd., New Delhi
- Parasuraman – Financial Management: A Step by Step Approach, Cengage Learning
- Pandey, I.M. Financial Management. Vikas Publications.
- Financial Management, Himalaya Publishing House
- Bhalla V.K – Financial Management – S.Chand

Final Assessment (FA)

Theory Internal (TI)	30%
Theory External (TE)	70%
Final Assessment (FA) = (TI+TE)	100%

The Theory Internal (TI) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Continuous Assessment (CA)	10%
2	Assessment 2 : Mid Term Exam (MTE)	10%
3	Assessment 3 : Written Assessment (WA) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment	10%
Theory Internal (TI) = (CA) + (MTE) + (WA)		30%

Theory External (TE) will have the following components:

The **question paper pattern** for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions	3*7= 21 marks

	Question Type: Assessing Application level of the learner.	
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Campus to Corporate - Level 2
Subject code - CAEC205

L-T-P(2-0-0)

Theory External: 70
Theory Internal: 30
Practical External: 35
Practical Internal: 15

Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Discipline Specific Course (DSC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
			√				

Introduction to the Course:

Effective communication is essential for success in the hospitality industry. In this module/course learners should learn how to communicate clearly and confidently with guests, colleagues, and superiors. This includes verbal and nonverbal communication, active listening, and empathy.

Course Outcome: - After completing the course learners will be able to:

CO1. Practice elements of professionalism in preparation of joining the workforce.

CO2. Practice communicating effectively (verbal written) and present themselves professionally.

CO 3: Learn to use the understanding of different personalities and show ability to collaborate effectively (Interpersonal skills and emotional intelligence).

CO4: Understand the basics of Customer Centricity.

Detailed Syllabus:

Unit-I

Theory - Basics of effective business communication- Practice and application to verbal communication; practice using the 7C's in email writing; listening skills; barriers to listening; techniques to improve listening; application of listening skills to hospitality management.

Practical – email writing sessions.

Unit-II

Theory - Communication for brand building- LinkedIn; resume- methods of cv writing, things to be kept in mind while making a professional cv, covering letter, interview preparation; application to hospitality management

Practical – mock Interviews, competitions.

Unit-III

Theory - Basics of customer service - Changes in the hospitality space over time and its implications, why is customer orientation important for every employee, concept of life-time value of a customer, concept of share of wallet, who is a customer, kinds of customers, what is customer experience, What comprises excellent customer service, organization's service level, buying process, managing irate customers, incident management and escalations, application to hospitality management.

TEXT BOOK

- Kumar, Sanjay. (2019), Communication Skills a Workbook: Oxford University Press

OTHER RECOMMENDED TEXTS

- Kumar, S. & Lata, P (2018) Communication Skills-A Workbook, Oxford University Press
- Devendra, A. (2015) Soft Skills for Hospitality, Oxford University Press
- Bolles, R. N. (2015). 2008 what color is your parachute? - A Practical Manual for Job-Hunters and Career-Changers. Berkeley, Ten Speed Press.
- Mukherjee, H.S (2013) Business Communication Connecting at Work, Oxford University Press

Final Assessment (FA)

Theory Internal (TI)	30 Marks
Theory External (TE)	70 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA) = (TI+TE+PI+PE)	150 Marks

The Internal Assessment **(IA)** will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1 : Mid Term Exam (TI)	30
2	Assessment 2 : Practical assessment (PI) Continuous Assessment/ Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment/Report	15
Internal Assessment (IA) = (TI) + (PI)		45

The External Assessment **(EA)** will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage (%)
1	End term theory exam (TE)	70
2	End term practical (PE)	35
External Assessment (EA) = (TE)+ (PE)		105

The question paper pattern for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Introduction to Digital Marketing
Subject code - CSEC202

L-T-P(2-0-0)

Practical External: 70
Practical Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Skills Enhancement Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
				√			

Introduction to the Course:

The course aims to provide both theoretical knowledge and practical experience in digital marketing. Learners will also be introduced to concepts of target audience, website development, content creation and its use on various popular social media platforms. As digital marketing results in higher yield in businesses by application of various strategies and analytical tools.

Course Outcome: - After completing the course learners will be able to:

CO1. Understand the objective of digital marketing to enhance brand visibility and recognition among the target audience with the use of popular platforms.

CO2. Discuss the importance of quality content creation in enabling businesses to market their product digitally.

CO3. Create authentic content organically and use it to learn digital marketing concepts.

CO4. Create a rudimentary digital/social media strategy based on the understanding of the target audience, social media platforms and key tools to create content.

CO5. Understand analytics and its impact on the digital media marketing strategy.

Detailed Syllabus:

Unit-I

Theory - Introduction to E-Business and Digital Economy - history, evolution, advantages and disadvantages; E-Business models - concept of digital marketing, pros and cons, types and benefits; Social media - definition, role, factors, platforms and their strategy, revenue generating strategies and terminologies.

Unit-II

Theory - Brand promise; branding in new media and stages of web; online distribution channels - characteristics, issues and profiles; engagement analysis with the use of formulas; content and website management - importance, components, types, brief on website management, pillars, elements, barriers.

Unit-III

Theory- Importance of customer engagement and customer journey and points, benefits of customer journey; inbound and outbound marketing - components, advantages and disadvantages; M-commerce- applications, benefits and affects, terminologies, attributes, characteristics and difference between M-commerce and E-commerce.

TEXT BOOK

- Hudson, S. and Hudson, L. (2017), *Marketing for Tourism, Hospitality & Events A Global & Digital Approach*, Sage

- Minazzi, R. (2015), *Social Media Marketing in Tourism and Hospitality*, Springer International

OTHER RECOMMENDED TEXTS

- Laudon. and Travor. (2007), *E-commerce. Business. technology. society*, Pearson
- OZ. (2002), *Foundations of E-Commerce*, Prentice-Hall
- Rayport. and Jaworski. (2003), *Introduction to e-commerce*, McGraw Hill

Final Assessment (FA)

Practical Internal (PI)	30%
Practical External (PE)	70%
Final Assessment (FA) = (PI+PE)	100%

Practical Internal (PI) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Continuous Assessment (CA)	10%
2	Assessment 2 : Mid Term Exam (MTE)	10%
3	Assessment 3 : Practical assessment (PA) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment	10%
Practical Internal (PI) = (CA) + (MTE) + (PA)		30%

Practical External (PE) will have the following components:

The **question paper pattern** for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Sweets and Desserts
Subject code - CMIC208

L-T-P(2-0-6)
Theory External: 70
Theory Internal: 30
Practical External: 35
Practical Internal: 15

Time Allowed: 3Hrs

Type of Course:- Discipline Specific Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC))	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
√							

Introduction to the Course:

This course's objective is to provide students with a theoretical and practical understanding of the fundamentals Sweets and Desserts. Students will be able to comprehend, arrange, and carry out the different tasks that are essential for a baker's success. They receive instruction in the preparation of various desserts with presentation, as well as technical knowledge, skills, and the appropriate mind-set which will help them in the future to innovate and make creations of their own. The students receive comprehensive theoretical and practical training, as well as their first exposure to the working environment of a kitchen, where they learn the fundamental ideas.

Course Outcome: - After completing the course learners would be able to:

CO1. Implement the theory in Practical Usage and Identify the scope of creativity and Innovation.

CO2. Identify ingredients and equipment required to carry out bakery operations, their characteristics and uses.

CO3. Understanding time management and the importance of teamwork, especially in the bakery and pastry labs.

CO4. Recognise safe, hygienic working practices while implementing the knowledge to skills used for preparing various sweets and desserts.

Detailed Syllabus:

Unit-I

Theory- Introduction to Origin and History of Chocolate, Science behind the Production of Chocolate, Handling and tempering Chocolate, Using the right equipment for Chocolate, Preparing desserts and Truffles, Usage and Varieties of Chocolate.

Practical: Understanding of the skills involved in Handling of Chocolate in the pastry & bakery.

Unit-II

Theory - Pastes used in Bakery and Confectionery- Sweet and Savoury. Understanding the theory behind preparing, storing, reusing of quiches, the basic skills to prepare different sweet tarts, storing, reusing of tarts.

Practical: Understanding of the basic skills in making Sweet and sweet tart and pies in the pastry & bakery.

Unit-III

Theory - Introduction to International Breads, Understanding the usage of the ingredient in the process to support bread baking and pastry, Techniques in bread making, Process of Bread making, using techniques: sifting, kneading, proving, Understand different types of sponge for different use, Understand the technique for preparing sponge, Handling of sponge
Practical: Implementing the basic skills required to do bread making and cake baking.

Unit-IV

Theory: Theory of Cream based desserts, Understand the methods used in preparation of classic sauces, Role of each ingredient, Various Classic desserts like Crème Brulee, Crème Caramel and Crème anglaise. Understand the different techniques of plating, Uses of different items for plating

Practical: Using theory knowledge to create classic desserts and plate them in the bakery.

TEXT BOOK

- P.S. BALI (2018) "THEORY OF BAKERY AND PATISSERIE". New Delhi: Oxford

OTHER RECOMMENDED TEXTS

- P. S. Bali (2021) "Food Production Operations": Oxford University press
- Kumar A., Y (2012). Textbook of Bakery and Confectionery. New Delhi: PHI Learning Private Limited.

Final Assessment (FA)

Theory Internal (TI)	30 Marks
Theory External (TE)	70 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA) = (TI+TE+PI+PE)	150 Marks

Internal Assessment (IA)

The Internal Assessment (IA) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1 : Mid Term Exam (TI)	30
2	Assessment 2 : Practical assessment (PI) Continuous Assessment/ Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment/Report	15

Internal Assessment (IA) = (TI) + (PI)	45
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External Assessment (EA)

The External Assessment (EA) will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage (%)
1	End term theory exam (TE)	70
2	End term practical (PE)	35
External Assessment (EA) = (TE)+ (PE)		105

The question paper pattern for the end term examination will be **70 Marks**:

Section A	Ten (10) Questions. All compulsory. Question Type: Assessing Recall level of a learner	10*1=10 marks
Section B	Six (6) out of Eight (8) Questions. Question Type: Assessing Understanding level of a learner.	6*4= 24 marks
Section C	Three (3) out of Five (5) Questions Question Type: Assessing Application level of the learner.	3*7= 21 marks
Section D	One (1) Question. Compulsory Question Type: Assessing Analysis ability of the learner.	1*15=15 marks
Total Marks		70 marks

Note: - The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2

C03	3	3	3	3	3	3	2	2
C04	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
C01	3	3	3	3	3	3	2	2
C02	3	3	3	3	3	3	2	2
C03	3	3	3	3	3	3	2	2
C04	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

EFSET Score 6 - Level 2
Subject code - CVAC207

L-T-P(2-0-0)

Practical Internal: 50
Type of Course:- Value Addition Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC))	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
					√		

Introduction to the Course:

The EF SET assessment evaluates the language proficiency of individuals in English. To pass the EF SET assessment, you need to have a good understanding of the English language and be able to communicate effectively in both written and spoken English. This course helps you prepare for the EF SET assessment and increase your score by increasing your English language proficiency. Consistent practice is key to improving your English language skills and passing the EF SET assessment.

Course Outcome: - After completing the course learners will be able to:

CO1: Upgrade English language writing skills with consistent practice.

CO2: Upgrade English language speaking skills with consistent practice.

Detailed Syllabus:

Unit I

Theory & Practical - Writing: essay writing, keeping a journal, writing emails, and doing writing exercises.

Unit 2

Theory & Practical - Speaking: language exchange websites, AI apps.

Practical Internal will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Continuous Assessment (CA)	20%
2	Assessment 2 : Written Assessment (WA) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment	30%
Practical Internal= (CA) + (WA)		50%

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course2

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2