

## Bachelor of Arts

### Syllabus for Combined Applied Component (CApC) Nutrition and Meal Management -Semester VI

Old Syllabus	Proposed Syllabus
Title of the Paper: <b>Food Entrepreneurship II</b>	Title of the Paper: <b>Practical Approaches to Food Entrepreneurship</b>
Subject Code <b>680826</b>	Subject Code <b>60809</b>

	Cr	L	P	D (EE)	EE	IE	T
<b>Paper VIII: Practical Approaches to Food Entrepreneurship</b>	04	03	01	2.5 hrs	75 Marks	25 Marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
<p><b>Objectives:</b></p> <p>This course will enable the students to</p> <ol style="list-style-type: none"> <li>1. Identify and standardize innovative products,</li> <li>2. Create records necessary for food entrepreneurship</li> <li>3. Calculate cost and understand feasibility of marketing the product</li> </ol>	<p><b>Objectives:</b></p> <p>This course will enable the students to</p> <ol style="list-style-type: none"> <li>1. Understand the process of costing and management of capital</li> <li>2. Identify the variety of menus and the various elements of menu planning</li> <li>3. Evaluate the marketing strategies suitable for their product</li> <li>4. Use the FSSAI guidelines applicable for preparing a business plan for a home-based food enterprise</li> </ol> <p><b>Learning Outcomes:</b></p> <p>At the end of Semester VI, students would be able to -</p> <ol style="list-style-type: none"> <li>1. Calculate the cost of process and product</li> <li>2. Plan different menus to suit various events/occasions</li> <li>3. Create an effective marketing strategy for their product/s</li> <li>4. Develop a business plan for a home-based food enterprise based on FSSAI guidelines</li> </ol>

Old Syllabus		Proposed Syllabus							
Unit	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
1.	Food Costing, reporting & cost control: 1.1 Importance of costing, Methods of costing, cost components- Material cost (Food cost), labour cost, overhead cost, standard cost; behaviour of cost- fixed cost, variable cost; breakeven analysis (in brief) its importance 1.2 Cost control-Food cost control- methods of controlling, pricing and its importance, factors affecting pricing. Labour cost control, overhead cost control 1.3 Cost reporting system- Book-keeping-Double entry book keeping; Books of accounts; journal; Sources of journal entry-Bills (invoice), cash memo, receipt, voucher, debit note, credit note; Ledger	1	1. To introduce students to the different types of menus 2. To enable students to understand the various elements that affect menu planning including the sensory quality	<b>Menu Planning</b> <b>1.1</b> Types of menus- <b>vegetarian and non-vegetarian; Table d'hote, A la' carte, Cyclic and Function menus</b> <b>1.2</b> Planning of menus- budget, trends, regions, occasions etc <b>1.3</b> Controlling and balancing sensory quality of food-colour, taste, texture, appearance	25	12 lectures + 2 (100 hrs) Practical	1	5	20

2.	<p>Quality Control:</p> <p>2.1 Food quality and service quality</p> <p>2.2 Hygiene, sanitation (personnel, equipment, plant, service area); Safety Procedures</p>	2	<p>1. To make students aware of the importance of managing capital as a resource</p> <p>2. To enable students to understand types of costs and methods of costing and pricing.</p> <p>3. To enable students to prepare budgets within funds available</p>	<p><b>Managing Capital for a home- based food enterprise</b></p> <p>2.1 Costing- elements of cost, cost dynamics</p> <p>2.2 Pricing of products</p> <p>2.3 Basics of Book-keeping</p> <p>2.4 Budgeting and budgetary control- working capital, recurring and non-recurring costs</p>					
3	<p>Marketing concepts for entrepreneurs</p> <p>3.1 Steps in Market research</p> <p>3.2 Scope of Marketing</p> <p>3.3 Product management-type of product, product mix, packaging, branding, product service</p> <p>3.4 Sales incentives, promoting product, personal selling, customer relations</p>	3.	<p>To enable students to</p> <p>1. understand the different ways of marketing of products and improve sales</p> <p>2. establish own customer base</p> <p>3. use various tools of marketing especially via social media</p> <p>4. explore the newer avenues in catering</p>	<p><b>Marketing of Food products</b></p> <p>3.1 Marketing strategy- 4Ps of marketing, market survey</p> <p>3.2 Customer feedback and relations, establishing customer base</p> <p>3.3 Promoting product- various media- advertising, display, menu cards, blogging, FB, Instagram etc</p> <p>3.4 New concepts- cloud kitchens, aggregators, food delivery apps, Home Chefs and <b>hosting, stalls in funfairs/ other events</b></p>					

**Commented [D1]:** I think the Module Specific Objectives could be written like this

4	<p>Starting a micro unit:</p> <p>4.1 Feasibility study</p> <p>4.2 Planning, Product selection</p> <p>4.3 Project concept-product process, place-location and partner</p> <p>4.4 Registration procedures</p> <p>Flow chart of steps in starting a small enterprise</p>		4.	<p>To enable students-</p> <p>1. to learn about the different elements that form a part of a business plan</p> <p>2. to create a good business plan for funding</p>	<p><b>Preparing Business Plan for a home-based food enterprise</b></p> <p>4.1 Sources of funding- Schemes for women entrepreneurs</p> <p>4.2 Break-even analysis</p> <p>4.3 FSSAI license requirements</p>							
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**Practical: University Syllabus for practical**

No	Subject	L	Cr	P/T	D	TP	Internal	P/V	T
1	Food Entrepreneurship (Pr)	-	1	2	-	25	-	-	25

**BATCH: Maximum 20 students per batch****Objectives:** This course will enable the students to

1. Identify and standardize innovative products.
2. create records necessary for food entrepreneurship
3. calculate cost and understand feasibility of marketing the product

Sr.no	Topic	Periods	Weightage
1	Break even analysis practice	01	10
2	Preparation of the following: 2.1 Advertisement for the food product 2.2 Labelling of food products 2.3 Different packaging materials which can be selected for sale	03	25
3	Sample project report or Training at a centre which sells food or visit (whatever is suitable as per your area)	02	25
4	Quantity Food production for selected innovative recipe or Catering for a function in your institute	04	40

### Proposed syllabus for practical

**Objectives:** The practical will enable the students to: -

1. learn to manage cost, time, preparation and marketing of product within given budget
2. Develop a business plan for the homebased enterprise

**Outcome:** At the end of all the practical the student will be able to-

- Demonstrate skills of quantity food production, marketing and profitability related to the chosen product
- Gain confidence to present and justify their business plan
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Unit	Topic and Details	Weightage	Instruction Time	Credits	Evaluation
					IE Weightage
1	Quantity Food Production <b>within proposed budget</b> - costing, pricing purchasing, time plan, Budgeting – propose budget- seed money??	25	2 practical of 100 minutes duration each	1	10
2	Designing menu cards, displays for product, preparing an advertisement, pre-preparation, preparation,	25	2 practical of 100 minutes duration each	1	10
3	Preparing a label- FSSAI specifications, marketing, selling, feedback	25	2 practical of 100 minutes duration each	1	10
4.	Preparing a business plan using FSSAI guidelines and presentation- <b>evaluation by experts from MSME</b>	25	2 practical of 100 minutes duration each	1	10

#### REFERENCES: **University Syllabus**

Cruses V.C (1984) Quality Food management - Principles and Applications.  
Sethi M & S Malhan (1987) Catering Management Wiley Eastern Ltd.  
Smith Evelyn E & V.C. Cruses (1970) A Handbook on Quantity Food Management.  
Kotas, R & B Davis (1976) Food cost control International Text Book Company  
Kahri , W.I (1975) Food Service Productivity and Profit Idea book, Cahners Book publishing Co. Inc.  
D'cunha,O.,(1992) Accounting and Cost Control in Hotel and Catering Industry Dicky's Enterprise, Bombay.  
Powers, T.F.(1984) Introduction to management in the Hospitality Industry.( 2nd edi), John Wiley & Sons.  
Magris, M.C., McCreery & R. Brighton (1993) Introduction to catering Blackwell Publication

#### **References:**

##### Essential Reading:

- Phillips Thangam (2005) Modern Cookery for Teaching and Trade. 5th Edition, Orient Longman Pvt. Ltd.
- Sethi M & S Malhan (2006) Catering Management: An Integrated Approach. 3rd Edition, New Age International Publishers
- FSSAI Regulations for food licensing and registration <https://foodlicensing.fssai.gov.in/>
- FSSAI Regulations on Food packaging and labelling [https://www.fssai.gov.in/upload/uploadfiles/files/Packaging\\_Labelling\\_Regulations.pdf](https://www.fssai.gov.in/upload/uploadfiles/files/Packaging_Labelling_Regulations.pdf)
- Bali Parvinder S. (2011) Quantity Food Production Operations and Indian Cuisine, Oxford Higher Education
- Traster Daniel (2019) Foundations of Menu Planning 2nd Edition, PEARSON INDIA

##### Additional Reading:

- Cookbooks by Tarla Dalal, Sanjeev Kapoor, Nita Mehta, Madhur Jaffery
- Jayanth Narayanan, Priya Bala (2016) Start Up Your Restaurant: The Definitive Guide for Anyone Who Dreams of Running Their Own Restaurant, HarperCollins Publishers
- Partho Pratim Seal (2017) Food and Beverage Management, Oxford Higher Education

##### Online references:

YouTube videos on various recipes, food costing, menu planning and types of menus

#### **Evaluation Scheme:**

##### **A. Internal Exams:** Total Marks: 25

1. Online test (MCQs) of 10 marks after completion of each module
  2. Practical- each practical will be evaluated out of 10 marks and final average out of 20 marks + Journal 5 marks
  3. Group/Individual assignment 25 marks
- (The internal marks would be an average of these three methods of evaluation.)

##### **B. External Exams:** Total Marks: 75



The pattern of the written exam would be as follows: 6 questions will be asked out of which students can answer any 5 questions. Each question will be for 15 marks. OR  
**Online examination with MCQs for 75 marks**

1. Explain the terms
2. Short notes
3. Short answers
4. Give the role of/Give the importance of/Give reasons
5. List the following
6. Application question- 5 marks each