

Syllabus

This Handbook contains courses of

MBA in Culinary Arts

Programme of Indira Gandhi National Tribal
University (IGNTU), Amarkantak

Offered by

Indian Culinary Institute

Tirupati & Noida

(an organization of Ministry of Tourism, Government of India)



About ICI

Indian Culinary Institute (ICI) an autonomous institute under Ministry of Tourism, Government of India commissioned at Noida and Tirupati, which are the state-of-art Institutes and is expected to be at par with the best International Culinary Institutes. The Indian tourism industry today added another step for further promotion and development of culinary tourism in India as the ICI will attract the best of the talents in the specialized field with a world class infrastructure such as culinary studio with facility to have smart classrooms, specialized kitchens and microbiology labs with modern and latest equipment, training restaurants for various cuisines, modern hostel facility for boys and girls.

This is the time of specialization and Culinary Art is a highly specialized field of education for the Hospitality Industry today. The curriculum is being designed in close association with the best in the Culinary field- both from Industry and Academia. This will ensure high employability and placement in the niche area apart from making the students ready for their own entrepreneurial venture. For young students, this is the right time to join the culinary industry for jobs and a lucrative and satisfying career. The initiative of Government of India by commissioning Indian Culinary Institutes at Noida and Tirupati will fully fill the dreams of many of the students to make their career in this field. The students of this Institute will not only service the domestic industry but also contribute internationally as an ambassador of India's rich and diversified food heritage.

About IGNTU

IGNTU is a central University established by the Ministry of HRD. IGNTU is committed to disseminate advanced knowledge by providing instructional and research facilities in tribal art, culture, tradition, language, medicinal systems, costumes, forest based economic activities, flora, fauna and advancement in technologies related to the natural resources of the tribal areas. The University is spread over 372 acres of land adjoining the Biosphere Reserve and primitive tribal villages in Amarkantak. The landscape of campus is very picturesque, creating a peaceful and serene atmosphere for better social and academic life.

REGULATIONS FOR MBA IN CULINARY ARTS

This Degree shall be called Master of Business Administration in Culinary Arts in short form “**MBA (Culinary Arts)**”. This programme shall focus on **Culinary and Allied areas**. A well-defined course syllabus has been designed to provide comprehensive, rigorous and contemporary theoretical and practical knowledge to the students, thereby meeting the expectations of the Culinary industry.

Facilities: The Institute makes all possible efforts to equip the classrooms with all modern gadgets to facilitate effective teaching and learning. The Indian Culinary Institute Library issues text and reference books to the students. The campus landscape is very vibrant and creates a study atmosphere. The ICI will arrange campus placement for its students by inviting renowned hotel, hospitality and allied industry every year. ICI will assist the pass-outs for getting placement overseas.

Programme Structure and Duration

The programme is for four semesters spread over two years. Two semesters in each academic year - July to December and January to May, respectively. A semester consists of 18 weeks of working duration where 90 days are devoted to teaching including internal exams. The practicals and semester end examinations are held only after 90 working days. Medium of Teaching and Examination shall be in English only. Maximum duration to complete the programme is 4 years for a PG programme.

Evaluation

The performance of students is evaluated continuously and the process of assessment comprises internal and external tests. Internal Evaluation consists of assignments, presentation, participation, project work and Mid Term Examinations. Internal evaluation 40% (internal assessment by the Course teacher) and External examination 60% (Evaluation shall be done by External examiner/ evaluator).

Attendance

Students are expected to put in as much attendance as possible as it is an integral part of learning. A minimum 75% attendance in individual courses will be allowed to appear for practical and theory examinations as per University norms.

PROGRAMME OUTCOMES:

At the end of the programme

- It promotes entrepreneurial thinking and practical approach provides the exposure to students to document the recipe and develop the new recipe in the culinary Industry.
- Demonstrate how the organizational behaviour and organizational practices can aid in improving the performances and wellbeing of people at work in the department of Food and Beverage Production.
- Demonstrate the knowledge of planning and operation of various Food service outlets.
- Design an accounting and financial information systems for a culinary organisation for management decision making.
- Ability to conduct investigations and apply effective marketing management practices in food and beverage production.
- Understand consumer behaviour and the use of appropriate pricing strategies to increase profitability.
- Assess the forces of globalisation and its impact on the culinary industry.
- Develop proper food styling and presentations, with emphasis on dietetics and nutrition.
- Apply principles of ethics in a professional environment, giving importance to Food safety and environment within the norms of the culinary industry.
- Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.
- Communicate effectively on various culinary activities with the organisation and society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- Demonstrate the knowledge of planning and operation of various Bakery outlets.
- Recognize the need for and have the ability to engage in independent and life-long learning in the broadest context of changing trends in the culinary industry.
- After completing this programme, students will be able to get the job as a Junior Management Level in the Kitchen department.

Pattern of Questions for the Semester End Examinations

The end semester theory examinations for 60 marks each course shall be conducted as per the academic calendar of the University. There shall be three parts. Part -A consisting of FIVE short questions from amongst EIGHT questions drawn representing all the units. Each question in Part-A shall consist of THREE marks. Part – B shall consist of FIVE questions with internal choices from each unit to be answered having SIX marks each. Part-C shall consist of ONE question with internal choice having FIFTEEN marks.

PART – A	5 Questions X 3 Marks	=	15
PART – B	5 Questions X 6 Marks	=	30
PART – C	1 Question X 15 Marks	=	15
			—————
			60

Internal Examinations

There shall be continuous evaluations for all theory and practical courses; however the theory courses shall have two internal tests of 20 marks in total. The Internal Assessment Component consists of the following.

1. Mid Semester Examinations 20 marks
 2. One Term Project/Assignment 10 marks
 3. Seminar Presentation/Attendance: 10 marks
- Total 40 marks

The answer scripts of internal examinations shall be evaluated by the course teacher. The courses of lesser /higher credits shall follow the same weightage.

Teaching Pedagogy

The Teaching Pedagogy consists of Practical Demonstration by Facilitator, Repetition by Learner, Visit to Industry, Work, Individual Presentations, Innovative culinary session and Industry expert session on Culinary Arts.

Characteristics/Quality of Curriculum (MBA in Culinary Arts)

1. *Emphasis on Analytical Skills*
2. *Local Needs of the Business*
3. *Exposure to Social Sector*
4. *Indian Ethos and Value System*
5. *Managerial Requirements of SMEs and Public Policy Issues*
6. *Innovative and ‘Out of Box’ Thinking*
7. *Soft Skills, Personality Development and Communication*
8. *Promote Entrepreneurial Thinking*
9. *Industry Collaboration*
10. *Number of Electives*

COURSE STRUCTURE OF MBA (CULINARY ARTS)

SEMESTER-I

S. No.	Course Code	Course Title		Type of Course	Hrs Per Week	Cr	Total Marks		
							IM	EM	TM
1	MCAT 101	Business Fundamental		CORE 1	4	4	40	60	100
2	MCAT 102	Sales and Marketing		CORE 2	4	4	40	60	100
3	MCAT 103	Research Methodology		CORE 3	4	4	40	60	100
4	MCAT 104	Material Management and Supply Chain		CORE 4	4	4	40	60	100
5	MCAP 105	Indian Cuisine & Culture-Pr		CORE 5	8	4	40	60	100
6	MCAE 106	Gastronomy Tourism	Select Any One	GE 1	3	3	40	60	100
	MCAE 107	Culinary Product of India							
Total					27	23	240	360	600

SEMESTER-II

S. No.	Course Code	Course Title		Type of Course	Hrs Per Week	Cr	Total Marks		
							IM	EM	TM
1	MCAT 201	Management Information Systems		CORE 6	4	4	40	60	100
2	MCAT 202	Quality Management		CORE 7	4	4	40	60	100
3	MCAT 203	Business Communication		CORE 8	4	4	40	60	100
4	MCAT 204	Facility Planning		CORE 9	4	4	40	60	100
5	MCAP 205	Culinary Skills Techniques-Pr		CORE 10	8	4	40	60	100
6	MCAE 206	Managerial Economics	Select Any One	GE 2	3	3	40	60	100
	MCAE 207	Organisation Behaviour							
Total					27	23	240	360	600

SEMESTER-III

S. No.	Course Code	Course Title		Type of Course	Hrs Per Week	Cr	Total Marks		
							IM	EM	TM
1	MCAT 301	Human Resource Management		CORE 11	4	4	40	60	100
2	MCAT 302	Financial Management		CORE 12	4	4	40	60	100
3	MCAT 303	Entrepreneurship		CORE 13	4	4	40	60	100
4	MCAIT 304	Summer Internship (SI)		CORE 14	4	4	40	60	100
5	MCAP 305	International Bakery and Confectionary- Pr		CORE 15	8	4	40	60	100
6	MCAE 306	Food Journalism	Select Any One	DSE-I	3	3	40	60	100
	MCAE 307	Food Styling and Photography							
Total					27	23	240	360	600

SEMESTER-IV

S. No.	Course Code	Course Title	Type of Course	Hrs Per Week	Cr	Total Marks		
						IM	EM	TM
1	MCAT 401	Strategic Management	CORE 16	4	4	40	60	100
2	MCAT 402	Food Law	CORE 17	4	4	40	60	100
3	MCAT 403	Ethics and Food Business	CORE 18	4	4	40	60	100
4	MCAT 404	Dissertation Report	CORE 19	4	4	40	60	100
5	MCAP 405	Food and Beverage Service- Pr	CORE 20	8	4	40	60	100
6	MCAE 406	Education Training and Development	Select Any One DSE-II	3	3	40	60	100
	MCAE 407	Event Management						
Total				27	23	240	360	600

Statement of Credits and Marks of MBA in Culinary Arts

SN	Semester	Total Credits	Total Marks
First Year			
01	Semester – I	23	600
02	Semester – II	23	600
Second Year			
03	Semester - III	23	600
04	Semester - IV	23	600
Grand Total		92	2400

Note:

1. There are a total 24 Course Modules consisting of 92 credits.
2. Abbreviations

GE	:	Generic Elective
DSE	:	Discipline Specific Elective
CC	:	Course Code
Cr	:	Credits
Core	:	Core Courses

FIRST SEMESTER

(July- December)

MCAT 101 BUSINESS FUNDAMENTAL

Objective: The objective of this course is to develop an understanding of the processes of management related with the basic functions, and management challenges in the emerging perspective.

Unit I- Introduction: Concept, Nature, Process or Functions and Significance of Management; Managerial Roles (Mintzberg); An Overview of Functional area of Management- Marketing, Finance, Production, HRM, IT, R&D; Development of Management Thought- Classical, Neo-classical, System and Contingency Approaches.

Unit II -Planning and Control: Concept, Process and Types; Decision -making concept and process; Bounded rationality; Management by objectives; Corporate Planning- Environment analysis and Diagnosis, Strategy Formulations; Managerial Control- Concept and process; Designing an Effective Control System; Techniques - Traditional and Modern (PERT and CPM).

Unit III-Organising: Concept, nature, process and significance; Authority and Responsibility Relationships Delegation, Decentralisation; Departmentation basis and formats (Project and Matrix); Formal and Informal Organisation; Changing patterns in Organisation structures in the Knowledge economy.

Unit IV-Directing: Motivating and Leading People at work- basic concepts; Communication- nature, process, networks and barriers; Effective Communication, Motivational theories like Maslow's theory of Hierarchy of needs, Herzberg's two-factor theory, McClelland's theory of needs).

Unit V-International Management Practices: A comparative study of management practices in India, Japan, USA and China with particular reference to Planning, Organising, Directing, Staffing and Controlling; Recent developments in the field of Management in a global perspective.

Suggested Readings:

1. Wehrich, Heing and Harold Koontz, Management: A Global Perspective, Mc-Graw Hill, New-Delhi.
2. Stoner, James A. F., A. E. Freeman, and D. A. Gilbert (Jr.), Management, Prentice Hall of India Pvt.Ltd.
3. Ivancevich, John M., J.H. Donnelly (Jr.), and J. L. Gibson, Management: Principles and Functions, AITBS, Delhi.
4. Luthans, Fred, Introduction to Management, McGraw Hill.
5. Jones, Gareth R. and Jennifer M. George, Contemporary Management, Tata McGraw Hill.
6. Ghuman, K. and K. Aswathappa, Management: Concepts, Practice and Cases, Tata McGraw Hill.
7. Charles Hill, W.L. and Steven L.McShane, Principles of Management, Tata McGraw Hill.
8. Singh, B.P. & and T.N. Chhabra, Management Concepts and Practices, DhanpatRai, New Delhi.
9. Singh, B.P. and A.K. Singh, Essentials of Management, Excel Books, N. Delhi.
10. R.S. Dwivedi, Management – An Integrated Approach, National Publishing House.

MCAT 102 SALES AND MARKETING

Objectives: After the successful completion of this semester, students will be able to explain the role of different ingredients in Bakery, classify different types of Dough used in Bakery, List and identify different types of Bread and describe different faults in cake making

Unit I-Marketing Communication and Advertising – BASIC CONCEPTS: Marketing Communication in Marketing, Communication – Key Concepts, Indian Media Scene.

Unit II- Advertising Campaign Planning and Execution: Planning Communication Strategy, Advertising Campaign Planning – Strategic Consideration, Creative Consideration, Advertising Creativity: Campaign Planning and Execution, Advertising Research – Role and Trends, Measuring Ad Effectiveness – Definitions and Techniques

Unit III- Media Planning Concepts: Media Concepts, Characteristics and Issues in Media Planning, Media Selection, Planning and Scheduling, Internet as an Emerging Advertising Media.

Unit IV- Marketing Communication Form: Managing Sale Promotion, Direct Marketing, Publicity and Public Relation, Social Marketing Communication, Digital Marketing, Social Media.

Unit V- Strategies for Advertising Agencies: Function and Structure of Ad Agencies, Managing Client Agency Relationship, Strategies for Account Management. Legal and Ethical Issues in Advertising

Suggested Readings:

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Nama Kumar S, 5/e, McGrawHill Education Publishers, 2015.
3. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007. Managing Marketing, Noel Capon, SidharthShekar Singh, 4/e Wiley
4. Marketing: Lamb, Hair, McDanniel, Cengage Learning 2012.
5. Marketing Management- Russ Winer, Ravi Bhar 4/e Pearson Education 2015.
6. Principles & Practices of Management – Dr. Premvir Kapoor, Khanna Publishing House, Delhi

MCAT 103 RESEARCH METHODOLOGY

Objective: The objective of the paper is to acquaint the students with important statistical techniques for managerial decision-making. The emphasis will be on their application to business and preparing the research project in the fourth semester.

Unit I: Introduction to Research Methodology: Introduction, Objectives, Definition and Meaning of Research, Criteria of Good Research, Objectives of Good Research, Qualities of a Good Research, Research Process: Basic Considerations, Context of Discovery, Role of Theories, Hypotheses and Paradigms in Psychological Research, Research Biases, Context of Justification, Scientific Attitudes and Values Associated with Research Process, Objectivity Safeguard in Research Process, Steps in Research Process, Sample Selection and Data Collection.

Unit II: Reliability and Validity: Reliability, Methods of Estimating Reliability, Comparison of Reliability Estimators, Validity, Types of Validity, Threats to Internal Validity, External Validity, Threats to External Validity

Unit III: Variables and Constructs: Meaning of Variables, Types of Variables, Stimulus, Organism and Response Variables, Independent and Dependent Variables, Extraneous and Confounding Variables, Active and Attribute Variables, Quantitative and Categorical Variables, Continuous Variables and Discrete Variables, Constructs, Types of Constructs, Intervening Variables, Hypothetical Constructs

Unit IV: Hypothesis Formulation and Sampling: Meaning and Characteristics of Hypothesis, Formulation of Hypothesis, Possible Difficulties in Formulation of a Good Hypothesis, Types of Hypotheses, Errors in Testing a Hypothesis, Importance of Hypothesis Formulation, Sampling, Definition of Sampling, Sampling Terminology, Purpose of Sampling, Sampling Methods, Non Probability Sampling, Probability Sampling, Importance of Sampling.

Unit V: Data Analysis Techniques and Report Writing: Introduction to Data Analysis, Measures of central tendency and dispersion, T-test and one-way ANOVA and ANCOVA using SPSS or MS Excel, Correlation and simple Regression using SPSS or MS Excel, Contents of Report Writing and Presentation"

Suggested Readings:

1. Levin, R.I. and D.S. Rubin, Statistics for Management, Prentice-Hall of India.
2. Aczel, Amir D., and Sounderpandian, J., Complete Business Statistics, Tata McGraw Hill Publishing.
3. Anderson, Sweeney and Williams, Statistics for Business and Economics, Cengage Learning, New Delhi
4. Vohra, N. D., Business Statistics, Tata McGraw Hill Publishing Company, New Delhi
5. Levine, D. M., et al., Statistics for Managers, Prentice-Hall of India.

MCAT 104 MATERIAL MANAGEMENT AND SUPPLY CHAIN

Objectives: To gain an understanding of materials management, including its operating environment, key concepts, and the importance of supply chain integration. Explore techniques for managing inventory, purchasing processes, and forecasting demand to optimize materials flow and minimize costs. Understand principles of quality management, including Six Sigma, to improve efficiency and product quality.

UNIT 1: Introduction to Materials Management: Introduction, Operating Environment, the supply chain concept, materials management, supply chain metrics. Production Planning System: Introduction, manufacturing planning and control system, sales and operations planning, Manufacturing resource planning, Enterprise resource planning, making the production plan.

UNIT 2: Master Scheduling: Introduction, relationship to production plan, developing a master production schedule. Material Requirements Planning: Process and usage.

UNIT 3: Key Concepts of Supply Chain Management: The Five Major Supply Chain Drivers, The Evolving Structure of Supply Chains, Participants in the Supply Chain, Aligning the Supply Chain with Business Strategy, Supply Chain Operations: Planning and Sourcing, Supply Chain Operations: Making and Delivering.

UNIT 4: Using Information Technology, Metrics for Measuring Supply Chain Performance.

UNIT 5: Purchasing: Introduction, establishing specifications, selecting suppliers, price determination. Total Quality Management.

PRESCRIBED TEXTBOOKS:

- 1) Arnold, JR Tony, and Stephen N. Chapman. *Introduction to materials management*. Pearson Education India, 2004. (Covers **UNITS 1,2, &5**)
- 2) Michael H. Hugos. *ESSENTIALS OF SUPPLY CHAIN MANAGEMENT*. John Wiley & Sons, Third edition. (Covers **UNITS 3, &4**)

REFERENCES:

- 1) Lu, Dawei. *Fundamentals of supply chain management*. Bookboon, 2011.
- 2) Krajewski, Lee J., and Manoj K. Malhotra. *Operations management: Processes and supply chains*. Pearson, 2022.

MCAP 105 INDIAN CUISINE AND CULTURE-PR

Objective: On Completion of this Course, students would obtain the underpinning knowledge and key practical skills such as the awareness of the Indian Cuisine, menu Design and Practical Exposure to the various Cuisines of India inclusive of Indian Sweets, snacks, Breakfast items and Tandoor dishes in detail.

Unit-I: Culinary Traditions: Food Traditions, Rituals, Rural, Village etc., Various Indian Festivals, Festive Menus along with One Pure Vegetarian Menu and Major Events to organise, Introduction to authentic Indian ingredients and Equipment. spice blends, gravies, dry and wet masalas, Basic chutneys..., Traditional temple cuisine,

Unit-II: Typical Regional South Indian Festivals & Menus, Theme settings, menu planning, and indenting & Nutritive value, calorie calculation

Unit-III: Typical Regional North Indian Festivals & Menus, Theme settings, menu planning, and indenting & Nutritive value, calorie calculation

Unit-IV: Typical Regional West Indian Festivals & Menus, Theme settings, menu planning, and indenting & Nutritive value, calorie calculation

Unit-V: Typical Regional East Indian Festivals & Menus, Theme settings, menu planning, and indenting & Nutritive value, calorie calculation

Suggested Readings:

1. India: The cookbook, by Pushpesh Pant, Phaidon press
2. Rasika: The Flavours of India, by Ashok Bajaj, Vikram Sunderam, David Hagedorn, HarperCollins
3. Simplifying Indian Cuisine by S.Singh, Aman Publications
4. A Taste of India: Madhur Jaffrey Pavillion, Britannia
5. Vegetarian India: A journey thru the best of Indian Home Cooking, Madhur Jaffrey, Alfred A Knopf
6. An Invitation to Indian Cooking Madhur Jaffrey, Harper Collins
7. The Curry Secret: How to Cook real Indian Restaurant Menus at Home by Kris Dhillon, Little, Brown Book Group limited.
8. Quantity Food Production Operations and Indian Cuisine by Parvinder Bali, Oxford Press

MCAE 106 GASTRONOMY TOURISM

Objectives: Students able to gain the knowledge about Modern Gastronomy, Creativity in Gastronomy Tourism and gastronomy Tourism in India.

Unit-I: Modern Gastronomy: Definition & Gastronomy terminology that describes the nature of the ingredients, Foreign Influence/Technologies on Modern Indian Gastronomy- example: Molecular Gastronomy, sous vide...

Unit-II: Food, Culture and Power: Food, gender and space: articulations of imperial power, Food, ideology and the state. Study on different ancient Indian dynasties and their food culture and influence on other parts of India. Forgotten Culinary Traditions.

Unit-III: Gastronomy Tourism in India: Gastronomy location in India, Food heritage and Tourism. Gastronomy Concept and Definition. A study on Food as a Medicine and its role in promoting tourism- Medicinal Herbs, spices, and condiments, promoting heritage cities on Food.

Unit-IV: Segmentation of Tourists According to Gastronomy: Food motivational dimensions, Gastronomy and satisfaction. Imperial, Ethnic, Medicinal, Heritage & Ayurvedic tourism.

Unit-V: Opportunities in Gastronomy Tourism: Promotion of Heritage sites, Economic Influence, Small business and Food Markets, Entrepreneurial venture.

Suggested Readings:

1. Clark, P. P. (1975). Thoughts for Food, I: French Cuisine and French Culture. The French Review, 49(1), 32. Retrieved from <https://www.jstor.org/stable/pdf/389684.pdf>
2. Gillespie, C., & Cousins, J. A. (2001). European gastronomy into the 21st century. Butterworth-Heinemann.
3. Hornby, A. S., Ashby, M., & Wehmeier, S. (2000). Oxford Advanced Learner's Dictionary of current English. Oxford University Press.
4. Wrangham, Richard (2009): Catching Fire: How Cooking Made Us Human: London, England. Profile Books Ltd
5. Clark, Priscilla (1975): Thoughts for food, I: French Cuisine and French Culture. In: The French Review, Vol. XLIX, No. 1. October 1975. pp. 32-41.

MCAE 107 CULINARY PRODUCT OF INDIA

Objectives: Students able to gain the knowledge about Indian Food Rituals, Indian Food Festival and Food Heritage of India.

Unit-I: History of Indian Cuisine: Introduction to Indian Cuisine, Influences on Indian Cuisine on different Eras, cooking regions of India, Geographical regions- Food habits, Famous community Cuisines, Popular regional foods and preparations

Unit-II: Ingredients- Cooking Methods, Techniques & speciality of Indian Cuisine: Introduction, Common cooking Ingredients, special ingredients available in different regions, spices and herbs, Masalas and pastes, various gravies, powders, Equipment & special cooking techniques

Unit-III: A study on Regional Cuisine: Various Cooking regions- North, South, East & West, Festival Cuisine, Temple cuisine, Coastal Cuisine..., Tribal cuisines of India.

Unit-IV: Indian Sweets and snacks: All traditional regional sweets and snacks

Unit-V: Famous Delights of India: Famous eateries and 5 case studies on famous delight and famous eateries.

Suggested Readings:

1. Achaya, K. T. (1994). *Indian Food: A Historical Companion*. New York: Oxford University Press.
2. Achaya, K. T. (2009). *The illustrated foods of India, A-Z*. Oxford University Press. Retrieved from [https://global.oup.com/academic/product/the-illustrated-foods-of-india-9780195698442?q=Achaya K T&lang=en&cc=id](https://global.oup.com/academic/product/the-illustrated-foods-of-india-9780195698442?q=Achaya%20K%20T&lang=en&cc=id)
3. Dahiya, A. (2012). *Food of Haryana: The Great Chutney*. M.D.University Rohtak.
4. Dahiya, A., & Duggal, S. (2016). *Food of Haryana: The Great Breads*. University Press, Central University of Haryana.
5. Khosla, A. (2007). *Culture and Household Cookery*. New Delhi: Discovery Publishing House.

Singh, Y. (2015). *A Culinary Tour of India*. Delhi: I.K. International Publishing House Pvt. Ltd..

**SECOND
SEMESTER
(January - June)**

MCAT 201: MANAGEMENT INFORMATION SYSTEMS

Objectives:

After going through this course, one will learn how information systems provide the foundation for modern business enterprises. Will see how real global businesses use technology and information systems to increase their profitability, gain market share, improve their customer service, and manage their daily operations. Will learn how to use IT to master their current or future jobs and to ensure the success of their organization.

UNIT 1: Introduction to information system: why should I study information systems? Overview of computer based information systems, how does IT impact organizations? importance of information systems to society. **Organizational strategy and information system:** business process improvement, reengineering and management, Business Pressures, Organizational Responses, and Information Technology Support, Competitive Advantage and Strategic Information Systems. Business—Information Technology Alignment.

UNIT 2: Data and Knowledge Management: Managing Data, Big Data, The Database Approach, Database Management Systems, Data Warehouses and Data Marts, Knowledge Management.

UNIT 3: Information Systems Within the Organization: Transaction Processing Systems, Functional Area Information Systems, Enterprise Resource Planning (ERP) Systems, ERP Support for Business Processes, Reports. **E-Business and E-Commerce:** Overview of E-Business and E-Commerce, Business-to-Consumer (B2C) Electronic Commerce, Business-to-Business (B2B) Electronic Commerce, Ethical and Legal Issues in E-Business.

UNIT 4: Business Analytics: Managers and Decision Making, What Is Business Intelligence? Business Intelligence Applications for Data Analysis, Business Intelligence Applications for Presenting Results , Business Intelligence in Action: Corporate Performance Management. **Acquiring Information Systems and Applications:** Planning for and Justifying IT Applications, Strategies for Acquiring IT Applications, The Traditional Systems Development Life Cycle, Alternative Methods and Tools for Systems Development.

UNIT 5: Securing Information Systems: System Vulnerability and Abuse, Why Systems Are Vulnerable, Malicious Software: Viruses, Worms, Trojan Horses, and Spyware, Hackers and Computer Crime, Internal Threats: Employees, Software Vulnerability . Technologies and Tools for Protecting Information Resources, Identity Management and Authentication, Firewalls, Intrusion Detection Systems, and Antivirus Software, Securing Wireless Networks.

Prescribed Readings:

1. Rainer, R. Kelly, et al. Introduction to information systems. John Wiley & Sons, 2020. [1-4 UNITS]

2. Laudon, Kenneth C., and Jane Price Laudon. Management information systems: Managing the digital firm. Pearson Education, 2004. **[5th UNIT]**

Additional references:

3. Austin, Robert D., Lynda M. Applegate, and Deborah Soule. Corporate Information Strategy and Management: Text and Cases. 8th ed. McGraw-Hill, 2008.
4. Kroenke, D. M., Gemino, A., & Tingling, P. (201 6). Experiencing MIS (4th Canadian Edition). Toronto: Pearson. ISBN-13: 9780134078434

MCAT 202 QUALITY MANAGEMENT

Objectives:

Unit I- Quality Philosophies What is Quality (Definition of quality)? Understanding TQM, Six basic concept of TQM, Quality Planning, Quality Costs, Collection and reporting of quality costs information, Analysis of quality costs, Establishment of quality cost goals and optimizing quality costs, Strategies for importing quality. Application of quality costs, Scope of total quality control, Beneficiaries of TQM

Unit-II Quality Toolkit for Managers: - Statistical process control, check sheet, Flow chart, Graphs, Histogram, Pareto chart, Cause effect diagram, Scattered diagram, Control chart

Unit-III: Quality Leadership: Motivation, Strategies for achieving a motivated workforce, Employee empowerment, Teams, Recognition and rewards for employees, Gain Sharing, Performance appraisals, Unions and employees involvement, Benefits of employee involvement

Unit-IV: Quality Management System: Benefits of ISO, Requirements, Implementation, Documentation, Concepts of ISO 22000 - Requisition and Benefits, HACCP - Requisition and Benefits

Unit-V: Quality Tools and Customer Satisfaction-Quality Function Deployment-Six Sigma-Design for Six Sigma-Lean Management, Understanding the customer, Customer perception of quality, Customer complaints, Customer feedback, Using customer complaints as feedback, Service quality

SUGGESTED READINGS

1. AHADDEVAN: Operations Management: Theory and Practice (PEARSON) (with MLSA)
2. Chase, Shankar, Jacobs – Operations & Supply Chain Management (Tata McGraw-Hill, 14th Edition)
3. Chary - Production and Operations Management (Tata McGraw-Hill, 1997, 9th Edition)
4. Bisen& Singh - Operation & Logistics Management (Excel Books)
5. R.V.Badi& N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition)
6. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Edition)
7. Krishnan Dr. Gopal - Material Management, (Pearson,New Delhi, 5th Ed.)
8. Adam JrEverett E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)

MCAT 203 BUSINESS COMMUNICATION

This paper is intended to emphasize on improving oral and written communication skills through experiential training and comprehensive understanding of the students.

Unit- I Communication Skills: Nature, Process of Communication, Verbal and Non-Verbal Communication.

Unit-II Report Writing: Characteristics, Importance, Types, Daily Reports.

Unit-III Public Relations: Meaning and Content of Public Relations – Social Context of Public Relations – Communication and Public Opinion – Principles of Persuasion, Adjustment and Adaptation – PR in Tourism, Travel and Hospitality Sector

Unit-IV Business Communication: Definition, Types, Characteristics of Communication. Memorandum, Notice, Agenda, Minutes.

Unit-V Job Related Communication: Application Letter, Interviews, Group Discussion, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper - Team Building – Interpersonal Effectiveness.

Suggested Readings

1. Kaul, A. (2005). *Effective Business Communication*, PHI, New Delhi.
2. Munter M. (2011). *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi.
3. Mandal S.K. (2007). *Effective Communication and Public Speaking*, Jaico, Mumbai.
4. Bovee, T & Schatzman. (2003). *Business Communication Today*, Pearson, New Delhi.
5. Meenakshi Raman (2012) *Business Communication 2nd Edition*, Oxford University Press, New Delhi.
6. PdChaturvedi & Mahesh Chaturvedi (2009) *Business Communication: Concepts, Cases, and Applications 2nd Edition*, Pearson Education Singapore Ltd, Pearson, New Delhi.
7. Thomas Jane, Murphy Herta, Hildebrandt Herbert (2008). *Specifications of Effective Business Communication 7th Edition*, Tata McGraw - Hill Education, New Delhi

MCAT 204 FACILITY PLANNING

Unit-I Introduction to Facility Management -The hierarchy of Facility Management in commercial and residential properties, The job role and job opportunities as a Facility Manager in the Tourism and Hospitality Industry, Basic terminologies used in Facility Management, The standard business etiquette in the Facility Management Industry, The workflow and departmental organization of the Facility Management

Unit-2: Monitor Facility Service Operations - Statutory and regulatory requirements for facility management services, Various techniques to analyse client requirements, describe types and SOPs of soft facility management services, Different types of tools and equipment required for various facility services, Various project planning techniques, The inspection procedures of the designated premises

Unit-3: Management of Facility Staff– Procedure of staff selection and recruitment for the Facility Department, Effective ways of team handling, the procedure to prepare workloads and duty roasters, the tools and techniques for performance management, Various techniques to provide constructive feedback to the facility staff, the methods for managing conflict among the team members

Unit-4: Effective Communication and Service Standard – Importance of professionalism, etiquette and ethical behaviour at the workplace, Importance of maintaining hygiene and wearing designated uniform, Importance of effective communication, Importance of guest satisfaction and guest feedback, Procedure and policy of handling complaints and feedback constructively, Different ways to enhance guest experience, Importance of gender and age sensitivity, Gender and age-specific requirements of the guests, Specific needs of People with Disabilities, Standard policy to prevent Sexual harassment at workplace.

Unit-5: Health and Safety Standard: Concept and importance of personal and workplace hygiene, Standard safety procedures to be followed while handling tools, material, and equipment, The purpose and usage of various Personal Protective Equipment (PPE) required at the workplace, The importance of preventive health check-up organized by the company, The components of the first-aid kit, The methods to minimize accidental risks and potential hazards in the workplace, Different safety warning signs and labels at workplace, Ways to minimise and segregate different types of waste at the workplace, The procedure to report accident and other health related issues as per SOP.

Suggested Readings

1. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, 6th Edition, 2010.
2. Pannerselvam R, Production and Operations Management, Prentice Hall India, 3rd Edition, 2013.
3. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2006.

MCAP 205 INTERNATIONAL CULINARY SKILLS TECHNIQUES-Pr

Objective: This course aims to provide an understanding of Internationally recognised food from the different parts of the culinary world and acquire knowledge of traditional usage of Utensils, herbs, Wines and other ingredients used in different parts of the world along with serving suggestions and plating techniques as per present trend.

In each region Students should perform proper menu planning, Nutrients Value, Serving suggestions and **6 course Menu in detail**.

Unit-I: **Culinary Basics:** Introduction to international cuisine, basic ingredients, stocks and sauces, cooking methods, butchery basics,

Unit-II: **Asian Cuisines:** Thai, Japanese, China, Vietnam....,

Unit-III: **European Cuisine:** Italy, French..., Germany.

Unit-IV: **Middle Eastern Cuisine:** Middle East...Lebanese..,

Unit-V: **Middle Eastern Cuisine:** American, African & Caribbean....,

Suggested Readings:

1. Modern Cookery for teaching & Trade Vol.1 & 2 Thangam Philip Orient longman, Hyderabad
2. Professional Cooking Wayne Gisslen
3. Professional Chef Arvind Sarswat, UBSPD
4. The Complete book of Oriental Cooking by Myra Waldo (1972)
5. Introduction to Japanese Cuisine : Nature, History & Culture, by Japanese Culinary Academy
6. Professional Chef by John Wiley
7. Ultimate Cooking Course by Carole Clement, Joana Lorrenz
8. Essential of Cooking by James Peterson, by Artisan
9. Thailand : The cook book Hardcover by Jean- Pierre Gabriel
10. Middle Eastern Cookery kindle edition by Arto der Haroutunian

MCAE 206 MANAGERIAL ECONOMICS

Objectives: The objective of the paper is to acquaint the students with the economic theory and its use in business decision-making. The effort is to enable them to use various concepts for business problems in a globalized economic environment.

Unit I: Demand and The Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Firm and its Organization: Nature of the Firm and types of organizations. The Corporation: Ownership and Control.

Unit II: Production, Cost and Market Forms: Production: Law of variable proportions. Production function: Concept of productivity and technology. Producer's equilibrium; Return to scale. Cost: Classification of costs; Short run and Long run cost functions. Market Forms: AR-MR. Price taker and Monopoly power.

Unit III: Pricing: Commodity Pricing: Economics of advertisement costs; Types of pricing practices. Factor Pricing: Demand and supply of labour; Collective bargaining, Concept of rent, Profit- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory– Interest rate and return on capital.

Unit IV: Macro-Economic Markets and Integration: Product market: Saving and Investment function, Consumption function, Aggregate supply and Aggregate demand, Investment multiplier, Foreign trade and budget multiplier. Money market: Motive for holding money; Liquidity preference, Money demand, Money market equilibrium.

Unit V: Trade Cycles and The Open Economy: Trade Cycles: Theories of trade cycles and Aggregate demand. Open economy macroeconomics: Determination of Exchange Rate. Effects of changes in trade on exchange rate. Purchasing Power Parity and Exchange Rates: Fixed and Flexible.

Suggested Readings:

1. Dominick, S., Managerial Economics a Global Economy, McGraw Hill Inc., Princeton.
2. Dornbusch, R., and Stanley Fisher, Macroeconomics, McGraw Hill, New York.
3. Paul A Samuelson., William D Nordhaus. Economics, (Indian adaptation by Sudip Chaudhuri and Anindya Sen), Tata McGraw Hill.

MCAE 207 ORGANISATION BEHAVIOUR

This paper is intended to provide comprehensive understandings on concepts, functions and practices of management for human resources and organizational behaviour.

UNIT I Concepts of Human Resource Management: Concept of Human Resource Management – Organization and Functions of HR – Structure and Strategy – HR Manager, Climate and Culture of HRD – Evolution of HR Practices in Indian Context - Global Trends in HR Practices, Employee welfare and benefits.

UNIT II Functions of HRM: Manpower Planning – Recruitment - Selection and Induction – Practices of Hiring in Tourism Industry – Training and Development – Methods, Design and Evaluation of T & D Programmes Coaching and Mentoring – Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers – Personnel Empowerment - Competency Standards in Tourism.

UNIT III Compensation Management: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector – Quality of Work Life (QWL). Legislative Aspects of HRM : Trade Unions Act- 1926 – Industrial Disputes Act- 1947 - Disciplinary Procedure – Payment of Wages Act- 1936 – Employees Provident Fund Act- 1952 – Payment of Bonus Act- 1965 - Payment of Gratuity Act- 1972.

UNIT IV Organizational Behaviour: Individual Behavior and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis – JOEHARRY Window – Management of Stress

UNIT V Group Dynamics: Group Behavior – Group Formation - Understanding Work Teams– Conflict, Negotiation, and Intergroup Behavior - Change Management – Resistance to Change – Organizational Development.

SUGGESTED READINGS

1. Chakravarthy, S.K. (1987). Managerial Effectiveness and Quality and Work Life, Tata McGraw Hill, New Delhi.
2. Mirza, S. (2003). Human Resource Management. TATAMcGraw -Hill, New Delhi.
3. Dessler (2008), A Framework for HR Management, Pearson Education, New Delhi.
4. Heery, E. (2001). A Dictionary of Human Resource Management. Oxford University Press.
5. Ivancevich, John(2012). Organizational Behavior & Management. Tata McGraw-Hill Publishing Company. New Delhi
6. Verma, P.(2002). Personnel Management in Indian Organizations, OUP & IBM Publishing Co.Ltd, New Delhi.
7. VenkataRatnam, C.S. &Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.

THIRD SEMESTER

(July- December)

MCAT 301 HUMAN RESOURCE MANAGEMENT

This study of this subject will enable the students to understand the concepts of Human Resource Management as well as its applicability while interacting with the diverse workforce.

UNIT – I Human Resources Management: Introduction and Importance, Evolution Difference between Personnel Management and HRM, Strategic HRM, Role of a HR Manager

UNIT – II Human Resources Planning with reference to Food Business: Objectives, Importance, RP Process, Manpower, Estimation, Job analysis, Job Description, Job Specification, Recruitment, Sources of Recruitment, Selection Process, Placement and Induction, Retention of Employees, Career Planning- Succession-Planning

UNIT – III Training and Development in Food Business: Objectives and Needs, Training Process, Methods of Training, Tools and Aids, Evaluation of Training Programs.

UNIT – IV Performance Management System: Definition, Concepts and Ethics, Different methods of Performance Appraisal followed in hotels, Rating Errors, Competency management

UNIT – V Productivity Management and Industrial Relations: Concepts, TQM, Kaizen, Quality Circles, Grievance Procedure, Collective Bargaining, Settlement of Disputes

SUGGESTED READINGS:

1. Human Resources Management - Ashwathappa
2. Managing Human Resources – Arun Monppa
3. Human Resources Management- Gary Dessler
4. Personnel Management – C. B Mamoria
5. Managing Human Resources - R.S. Dwiwedi
6. Human Resources Management-V.P.Michael
7. Human Resources Management – Dr. P. C.Pardeshi
8. Human Resources Management – Mirza & Zaiyadin
9. Human Resources Management – L. M. Prasad

MCAT 302 FINANCIAL MANAGEMENT

Objective: It provide students with an understanding of the finance function and use of it in the Food Business, and the ways these can aid effective managerial decision-making. It gives detailed additional coverage on Cash Budgeting, Marginal Costing and Final Accounts for internal use It gives students the ability to interpret financial statements and also introduction to primary Indirect, Taxes related to Hotel Industry.

UNIT – I Cost Accounting: Meaning, Cost Terminology: Cost, Cost Centre, Cost Unit; Classification of Cost, Type of Cost-Elements of Cost-Cost Ascertainment, Cost Sheet, Introduction to Activity Based Costing

UNIT – II Budget, Budgeting Control and Cost Volume Profit Analysis: Types of Budgets, Preparation of Flexible and Cash Budget, Break Even Analysis, Decision making under marginal costing system related to Catering Industry.

UNIT – III Financial Statements and Objectives of Financial Management: Understanding of Financial Statements, Interpretation of Financial Statements with help of basic Accounting Ratios, Risk-Return relationship, Sources of Long term finance, Financial Planning Forecasting.

UNIT – IV Cost of Capital and Capital Budgeting: Time value of money, Discounting of Cash Flows, Methods of evaluating Capital Expenditure proposals (except IRR)

UNIT – V Working Capital Management and GST: Need for working capital, operating cycle, estimation of working capital, requirement (specially in catering Industries), Management of Inventory, Introduction to GST and its use in Food Business

SUGGESTED READINGS:

1. Cost and Management Accounting - S. M. Inamdar
Management Accounting - Dr. Mahesh Kulkarni
2. Principles and Practice of Cost Accounting – Ashish K. Bhattacharya
3. Theory & Problems in Management & Cost Accounting - Khan & Jain
4. Cost Accounting – Jawaharlal
5. Financial Management – I. M. Pandey
6. Financial Management – Khan & Jain
7. Financial Management – S. M. Inamdar

MCAT 303 ENTREPRENEURSHIP

The outcome objectives of this course are to provide theoretical foundations of entrepreneurship development and acquaint students with the special challenges of starting new ventures and introducing new product and service ideas. It also creates an awareness of the need for systematic management of projects and skill in executing various projects, starting from project identification till project termination.

UNIT – I Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Innovation, Invention, Creativity, Business Idea, Opportunities through change. Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur – comparative study - Roles, Responsibilities, Career opportunities Entrepreneurship as a career, Entrepreneurship as a style of management, the changing role of the entrepreneur: mid-career dilemmas – Closing the window: Sustaining Competitiveness - Maintaining competitive advantage

UNIT – II Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight Theory of Social change by Everett Hagen

UNIT – III Influences on Entrepreneurship Development: Entrepreneurial Traits, External Influences on Entrepreneurship Development: Socio- Cultural, Political, Economic, Personal. Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship, Entrepreneurial Success and Failure: Reasons and Remedies, Entrepreneurship Development Cycle

UNIT – IV Business Planning Process and Project Management: The business plan as an entrepreneurial tool, Elements of Business Plan, Objectives, Market Analysis, Development of product / idea, Marketing, Finance, Organization & Management, Ownership, Critical risk contingencies of the proposal, Scheduling and milestones, Technical, Financial, Marketing Personnel and Management feasibility Reports, Financial schemes offered by various financial institutions like, Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Angel Capitalist

UNIT – V Entrepreneurship Development and Government: Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc. with special reference to ‘Export oriented units’ Role of the following agencies in the Entrepreneurship Development

SUGGESTED READINGS:

1. Dynamics of Entrepreneurship Development – Vasant Desai.
2. Entrepreneurship: New Venture Creation – David H. Holt
1. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta
2. Entrepreneurship: Strategies and Resources – Marc J. Dollinger
3. The Culture of Entrepreneurship – Brigitte Berger.
4. Innovation and Entrepreneurship – Peter F. Drucker
5. Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
6. Entrepreneurship As Strategy – G. Dale Meyer, Kurt A. Heppard
7. New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay, M.S.Chhikara
8. Entrepreneurship and Small Business Management – Siropolis
9. The Entrepreneurial Connection - Gurmeet Naroola
10. Corporate Entrepreneurship – Vijay
11. Corporate Entrepreneurship: Entrepreneurial Development Inside Organizations – Michael H.Morris, Donald F.Kuratko

MCAIT 304 SUMMER INTERNSHIP (SI)

At the end of Second Semester each student shall undertake a Summer Internship (SI) for a minimum of 6 weeks. For SI, 1 credit is equivalent to minimum 40-45 hours of effective work. SI shall have 4 credits. It is mandatory for the student to seek advance written approval from the faculty guide and the Head of the Institute before commencing the SI. Students shall also seek a formal evaluation of their SI from the company guide. The formal evaluation by the company guide shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism.

There shall be an external viva-voce for the SI for 100 marks. The external viva-voce shall be conducted after the theory exam of Semester III.

The SI report must reflect 6 weeks of work and justify the same. The SI report should be well documented and supported by –

1. Institute's Certificate
2. Certificate by the Company
3. Formal feedback from the company guide
4. Executive Summary
5. Organization profile
6. Outline of the problem/task undertaken
7. Learning of the student through the **SUMMER INTERNSHIP**
8. Contribution to the host organization

Internship organisation selection should be based on the student's interest but should be associated with Food / Culinary practices in the Hotel / Hospitality / Aviation / Tourism Establishments

Apart from above mentioned following are the potential areas to be selected as per the choice of interest by the MBA (Culinary Arts) students for internship during Sem III :

- Fruits & Vegetables
Beverages, Juices, Concentrates, Pulps, Slices, Frozen & Dehydrated products, Wine
Potato Wafers/Chips etc.
- Fisheries
Frozen & Canned products mainly in fresh form
- Meat & Poultry
Frozen and packed mainly in fresh form, Egg Powder
- Milk & Dairy
Whole Milk Powder, Skimmed milk powder, Condensed milk, Ice cream, Butter and
Ghee
- Grain and Cereals

Flour, Bakeries, Biscuits, Starch Glucose, Cornflakes, Malted Foods, Vermicelli, Pasta Foods, Beer and Malt extracts, Grain based Alcohol.

- Consumer Industry
Chocolates, Confectionery, Soft/Aerated Beverages/Drinks
- Plantation
Tea, coffee, cashew, cocoa, coconut etc
- Food Photography and Films
- Food Blogging / Food Journalism
- Food Product Development
- Food Testing Laboratories

Above list of thematic areas is not an exhaustive one; one can choose new emerging areas associated with food for internship.

MCAP 305 INTERNATIONAL BAKERY AND CONFECTIONARY- PR

Objective: On Completion of this Course, students would obtain the underpinning knowledge and key practical skills such as the awareness of techniques, illustrate various methods of Heat Transfer and Practical Exposure to the various products in detail.

Unit-I: Introduction: Essential Major, Minor Equipment, Ingredients & Importance in Bakery & Confectionary, Basic Mixing methods, and baking- Techniques

Unit II: Bakery: Bread- rich, laminated, lean, all bread preparations,

Unit-III: Pastries and Gateaux: Basic pastries, and preparations- shortcrust, choux..., Varieties of Gateaux, Icings, Hot and Cold Desserts,

Unit-IV: Confectionery: Sugar confectionery, Chocolate confectionery, and plate presentations

Unit-V: Indian confectionery and snacks: Flour based, chenna based, Fruit based, Vegetable based, popular sweets and snacks...,

Suggested Readings:

1. Professional Bakery (5th & 7th Edition) by Wayne Gisslen , John Wiley & Sons 2008
2. Bakery & Pastry (3rd Edition) by The Culinary Institute of America , Wiley Publications 2015
3. Bread baking for beginners by Bonnie Ohara , Rupa & Company 2006
4. The Baking Bible by Rose Levy Beranbaum, John Wiley & Sons 2014
5. Text book of Bakery & Confectionary by Yogambal Ashok Kumar , Prentice hall India Learning Pvt.Ltd 2012
6. Understanding baking, Nicole Rees & Joseph Amendola John Wiley& Sons Publications 2002
7. the Science of Sugar Confectionary by William P.Edwards, Royal Society of Chemistry Publications , 2000
8. Chocolates & Confections : Formula, Theory & Technique for the Artisan Confectioners by Peter G. Greweling & The Culinary Institute of America , Wiley Publications 2007
9. Professional Pastry(5th & 7th Edition) by Wayne Gisslen , John Wiley & Sons 2008
10. Confectionary Science & Technology by Richard W.Hartel, Joachim H. Von Elbe, Randy Hofberger, published by Springer International Publishing 2017.

MCAE 306 FOOD JOURNALISM

The art of food writing requires not only a keen interest in and knowledge about food but also an ability to translate your experiences and bring them alive for the reader—through evocative language that appeals to the five senses. Whether you write about producing, preparing, or partaking of food, this course will show learner how to make mouths water as you inform, educate, or persuade. We will discuss the full spectrum of food writing—restaurant reviews, food blogs, magazine articles, personal essays, recipe-centered pieces, social and cultural commentary, food history, destination pieces—and try your hand at a variety of forms.

UNIT – I Writing the Senses: Food and Five Senses, Capturing the experience of eating in words, Blog post + Reading(s), Food & Memory, dining notes and memories into crafted works.

UNIT – II Food & Place: Exploring the intersection between cuisine and culture, Food Essay, Destination piece and Reading(s), storytelling

UNIT – III Food & History: Delving our culinary past, Food Writing for Publication,

UNIT – IV Journalism: Definition – New Concepts – Elements of News – News Values – Historical development of Press in UK, US and India – Before and after Independence – Emergency

UNIT – V Various forms of Print and Electronic Media: Current trends of Indian Press with special reference to food writings – Professional associations – NRI, ILNA, Press Commissions – Press Council. Origin and Development of Electronic Food Journalism – Broadcasting System UK, US and other developed and Third World Nations – Comparison

SUGGESTED READINGS:

1. Arthur Turnbull Graphic Communication.
2. Bruce Westley Newspaper Editing and Designing.
3. Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV News, Heinemann, London, 1988.
4. Fletcher James, Handbook of Radio and TV Broadcasting, Van, Nstrand Reinhold Co., 1981
5. Gearth Jowet, Movies and Mass Communcation, Sage Publications, London, 1986.
6. Gupta Das, Talking about Films, Orient Longman, USA, 1981.
7. Jag Mohan, Documentary Films and Indian awakening.
8. Mass Communication, Indian Cinema Today, Indian Institute.
9. Ramachandra Ayar Quest for New, Macmillon, 1980.
10. Srivastava Reporting and Editing, PII, New Delhi, 1989.

MCAE 307 FOOD STYLING AND PHOTOGRAPHY

Food Photography introduces the learners to every aspect of the picture-taking process and the wide range of subject matter that they encounter on food, helping them to produce vibrant and meaningful images.

UNIT – I Concept and Working in Studio Kitchen: Layout and Equipment of studio kitchen, Art of photography, Types of camera and their handling.

UNIT – II Camera: Types of lens used for photography- ultra wide, wide and tele photo, Aperture and shutter Speed, Depth of field, Camera settings- Manual and auto focusing, white balance, shooting mode, colour temperature

UNIT – III Exposure Triangle: Aperture, ISO & Shutter Speed, Composition- Basic principles

UNIT – IV Types of Light: Basic studio shooting with flash and tungsten lights, product shooting in studio

UNIT – V Food Photography and Video: Setting up the environment, setting of Props, Food videography and lighting, Transitioning from Stills to Motion, Essential video concepts- traditional steps in video production, building the visual story, choosing camera, Food styling techniques and latest trends, Sound- microphones, external recorder, Post production- Photoshop and editing, sound and music, colour, Project Work- Portfolio of 15 food products

SUGGESTED READINGS:

1. The Art of Photography: A Personal Approach to Artistic Expression by Bruce Barnbaum (2017)
2. Scott Kelby's Digital Photography Boxed Set, Volumes 1, 2, and 3 1st Edition by Scott Kelby

SUGGESTED REFERENCES :

1. Understanding Exposure, 3rd Edition: How to Shoot Great Photographs with Any Camera by Bryan Peterson (2010)
2. Richard L'Anson (2014). Guide to Travel Photography, Lonely Planet Publications

**FOURTH
SEMESTER
(January - June)**

MCAT 401 STRATEGIC MANAGEMENT

The Syllabus of Strategies Management aims at understanding the concept of managing business and the policies involved.

UNIT – I Food Business Environment: Environment Appraisal, Organizational Appraisal

UNIT – II Food Business Competition: Understanding my customer and his Behaviour, Demography, habits, culture and Business sustainability

UNIT – III Strategic Planning Process: Strategy formulation, Corporate level strategies, Business level strategies

UNIT – IV Strategy Process in detail: Strategic Intent, defining vision, Understanding mission, Business model, Goals and objectives, Strengths, Weakness, Opportunities, Threats

UNIT – V Strategy Implementation: Organization structures, Structures for strategy, Systems & Process for implementation and Strategic Review. Short term Objectives, functional tactics, allocation of resources, managing resource conflict

SUGGESTED READINGS:

1. Strategic Management and Business Policy - Azhar Kazmi
2. Globality - Arindham Bhattacharya
3. Strategy-Seeking & Securing Competitive Advantage - Michael Porter
4. Competitive Strategy: Techniques for Analyzing Industries and Competitors -Michael Porter

MCAT 402 FOOD LAW

UNIT – I Indian Food Regulatory Regime: Prevention of Food Adulteration (PFA) Act 1954, Food Safety and Quality Requirements, Ministries / Departments responsible for Ensuring Food safety and Quality in India, Existing food laws in India, Food safety and Standards Act 2006, Important provisions, Salient features of and Objectives of food safety and Standards at 2006, Essential Commodities Act, 1955

UNIT – II International Food Legislation & Standards: Codex Alimentarius, CAC - Functions, Standard Formulating Procedure, Domestic Shadow codex committee, Need for harmonizing national standards with codex, WTO Implications - SPS & TBT agreement, Other International Standard Setting Bodies - ISO, IDF, OIE, IPPC & ITC, Food safety in USA, EU & UK

UNIT – III Export & Import Laws and Regulations: Salient Features of Foreign Trade Development and Regulation Act 1992 (FTDR 1992), General Provisions Regarding Export/Import, Prerequisite of Import / Export, Export Promotion Schemes, Salient Features of the Export (Quality Control and Inspection) Act, 1963, Residue Monitoring Plans (RMP), Provisions and Requirements for Items Covered Under Mandatory Export Certification, Agricultural and Processed Food Products Export Development Authority (APEDA), Marine Product Export Development Authority (MPEDA), Coffee Board, Tea Board, Spice Board, The Cashew Export Promotion Council of India (CEPC)

UNIT – IV Other Laws Related to Food Products: Standards of Weights & Measures Act, 1976, The Insecticides Act, 1968, Consumer Protection Act, 1986, Customs Act, 1962, The Infant Milk Substitutes, Feeding Bottles & Infant Food (Regulation Of Production, Supply & Distribution) Act, 1992 & Rules 1993, Environmental (Protection) Act, 1986, The Water (Prevention & Control of Pollution) Act, 1974, The Air (Prevention & Control of Pollution) Act, 1981, Bureau of Indian Standards (Bureau of Indian Standards Act, 1986), AGMARK {Agricultural Produce (Grading & Marking) Act, 1937

UNIT – V Food Labelling: What is Labelling, need for Labelling, Nutritional Labelling, Codex guidelines on Nutritional Labelling, FDA and USDA a requirement for Food Labelling, labelling requirements under Weights and Measures (Packed Commodities) rule, labelling requirements under Fruit Product Order (FPO) 1955, Labelling requirements under Meat Food Product Order (MEPO) 1973

SUGGESTED READINGS:

1. Sunetra Roday, Food Hygiene and Sanitation, Tata Mc Graw Hill Education Private Limited, Second Edition, ISBN (13)978-0-07-070020-8.
2. Anita Malhotra and Sukhneet Suri, Food Science, Nutrition and Food Safety, Pearson Education India, ISBN (13)978-8131771105.
3. William C Frazier and Dennis C Westhoff, Food Microbiology, Mc Graw Hill Education, ISBN (13)978-1259062513.
4. Hobbs (Ed) Jim Mc Lauchlin and Christine Little, Food Poisoning and Food Hygiene, CRC Press, 7th Edition, ISBN (13) 978-1138454903.
5. Food Adulteration, ThanKamma Jacob, Mc, Millan Publishers.
6. Advanced Text Book on Food & Nutrition, Vol. II, Dr. M. Swaminathan, Bappco.
7. Food & Nutrition for Senior Students, Education Planning Group, Arya Publishers.

MCAT 403 ETHICS AND FOOD BUSINESS

UNIT – I Introduction to Ethics: Definition and Nature of Ethics- Its relation to Religion, Politics, Business, Legal, Medical and Environment. Need and Importance of Professional Ethics - Goals - Ethical Values in Culinary/Hospitality Professions.

UNIT – II Values: Nature of Values- Good and Bad, Ends and Means, Actual and potential Values, Objective and Subjective Values, Analysis of basic moral concepts- right, ought, duty, obligation, justice, responsibility and freedom. Good behaviour and respect for elders, Character and Conduct. Interdepartmental coordination and Relationship

UNIT – III Food Business Ethics: Ethical standards of food Business-Immoral and illegal practices and their solutions. Characteristics of ethical problems in management, ethical theories, causes of unethical behaviour, ethical abuses and work ethics. Responsible food preparation practices, focusing on nutritional value, Allergens, and facts, Customer Relationship Management in Food Business.

UNIT – IV Environmental Ethics and its Association with Food Business: Ethical theory, man and nature- Ecological crisis, Pest control, Pollution and waste in Food Businesses, Climate change, Energy and population, Justice and environmental health. Sustainable food preparation practices, food waste management, Energy Conservation, RRR.

UNIT – V Social Ethics in Food Business: Human rights violation and social disparities, Feminist ethics. Ethics of media- Impact of Newspapers, Television, Movies and Internet – social media on Food Business, Food labelling, CSR- Corporate social responsibility, responsible presence in Social media, Review, and response management in social media, Customer complaint Handling.

SUGGESTED READINGS:

1. William Lilly: Introduction to Ethics
2. Sinha: A Manual of Ethics
3. John S Mackenjie: A manual of ethics.
4. "The Ethics of Management" by Larue Tone Hosmer. Richard D. Irwin Inc.
5. "Management Ethics' integrity at work' by Joseph A. Petrick and John F. Quinn.
Response Books: New Delhi.
6. "Ethics in Management" by S.A. Sherlekar, Himalaya Publishing House.
7. Harold H. Titus: Ethics for Today
8. Maitra, S.K: Hindu Ethics

MCAT 404 DISSERTATION REPORT

Sample Dissertation Overview

The problem generally is addressed in two related parts: The problem statement is contained in Chapter 1, and a review of the related research, theory, and professional literature is described in Chapter 2. The methods used for investigating the problem are usually included in Chapter 3. The outcomes are traditionally presented in two chapters: Chapter 4 is normally devoted to reporting the results, and Chapter 5 presents the conclusions and implications drawn from the results. The various chapters are described in more detail in the following sections. These are only general guidelines, however, and may be adjusted based on the nature and needs of a particular study.

Chapter 1: Introduction

In Chapter 1, a compelling case should be made regarding the problem under investigation, the purpose of the study, and research questions to be investigated. Where applicable, the theoretical or conceptual framework upon which the dissertation is based should also be introduced.

Statement of the Problem

This section should focus on why the particular study is needed. It should not be too long, but long enough to tell what the study will contribute to theory or the problem under consideration.

Theoretical or Conceptual Framework

The proposal should include a brief yet substantive summary of the theory that under girds the study and briefly summarizes previously conducted studies most relevant to the topic under investigation. A conceptual framework provides a narrative and sometimes a visual structure depicting the logical connections among key elements of the theory, constructs, and/or phenomenon of interest.

Statement of the Purpose

A distinct, direct, short section that explicitly states what the study is about is often helpful. This section describes specifically what the study will attempt to discover or accomplish. With a clear statement of purpose, the study becomes focused, the under girding logic becomes evident, and the relationship between what is going to be studied and how the study will be conducted becomes clearer.

Research Questions

At this point, research questions are posed. They usually are succinct statements of the broad implications expected from the study. Depending upon the research paradigm guiding the study, hypotheses may be postulated.

Significance of the Study

The study must be justified with respect to established theory, previously conducted research, and the significance of the anticipated results to practitioners and scholars. This is a broad statement as to why the study is important.

Definition of Terms

You should define any technical terms necessary for the reader to understand; however, this usually does not include as much detail as the dissertation itself.

Chapter 2: Review of Literature

This chapter serves as the foundation on which the study is built and as a basis for discussing results and interpretations. It summarizes what is known and identifies what is unknown about the topic of the dissertation study. The more extensive the previous work, the more involved the preparation of this chapter becomes. Likewise, there may be several areas of investigation related to the problem. Although a thorough review of the previous research and literature is a necessity, only that which has a direct bearing on the problem should be included. Unnecessary details should be avoided, but major findings and relevant methodological issues should be included. It may be desirable to have a discussion section at the end of the review in which the implications of the previous studies are summarized and then are compared and contrasted with the study under investigation. Relevant examples of research that reports findings that do not support the case being made for the dissertation should also be included.

Chapter 3: Method

The research design is described in sufficient detail in Chapter 3 that readers come away with a clear understanding of how the study will be conducted, and future researchers would know precisely what procedures to follow should they want to replicate this study.

Research Questions

The research questions presented in Chapter 1 should be replicated exactly near the beginning of Chapter 3. A brief introduction may precede these questions.

Study Design

The methods used in the study will be determined to a considerable extent by what is to be studied. A number of research design options usually are available to the investigator. The design ultimately selected will be described in this section. Each step in the execution of the research study should be described in detail. Appropriate citations making the case for the use of the chosen study design and procedures should be included.

Study Context and Intervention (if applicable)

If the study will examine the effects of a particular intervention or treatment, this should be described in detail.

Participants

The participants in the study should be specified, indicating any relevant demographic information, as well as how participants were selected. The plan for recruitment of participants, as well as for resending invitations multiple times, or any incentives offered should be described.

Data Sources

The tools used for measuring the variables in the study should be described. Interview or focus group protocols should be described and the full set of directions and questions should be included in an appendix. Survey tools should provide information as to how the survey was developed and by whom, the number of items, subscales if applicable, the response set, sample items, and validity and reliability information. The full measure should be included in an appendix if feasible.

Data Collection

This section should describe in detail the means used to gather data.

Data Analysis

In this section, readers learn what techniques and tools the research plans to use to analyze and summarize the data. In the case of a quantitative or mixed-method study, assumptions made about the nature of the data should be stated. Commonly accepted statistical devices should be noted, and unusual devices described. Depending upon the study design, the inclusion of a table that lists the research questions, along with the data sources and data analyses that will be used to answer each research question is often helpful.

Ethical Considerations

All students must obtain approval of the School of Education Committee for the Protection of Human Subjects before collecting or analyzing data. Additional ethical considerations relevant to the study design should also be described in this section.

Assumptions, Delimitations, and Limitations

Assumptions, delimitations, and limitations, unique to the study should be clarified. In focusing the study, the researcher places certain limits on what is to be studied, setting restrictions on such considerations as the population to be studied, the range of variables included, or the treatments selected. It may prove helpful to list these specific delimitations in the proposal. In addition, listing limitations of the study outside the control of the researcher, as well as assumptions held by the researcher are generally expected aspects of scholarly research.

Timeline

At the proposal stage, it may be useful to construct a timeline detailing important anticipated checkpoints. This timeline can be eliminated in the final dissertation.

At the proposal stage, the methods will be described in the future tense, while in the dissertation they will be presented in the past tense and report on the actual rather than the anticipated study elements, such as the participants, data collection methods, and analyses.

Chapter 4: Results

In this chapter, a factual reporting of the study results is presented. Findings are generally organized around the research questions. Tables may be used to summarize information. Detailed information may be put in an appendix. Interpretations of the data should wait for the next chapter. A summary of the research findings may be presented at the end of chapter four or the beginning of chapter 5, but not both.

Chapter 5: Conclusions

In this final chapter, the implications of the study findings are discussed. This may include implications for practice as well as implications for future research. Findings are integrated with the theory employed in the first chapter and the body of knowledge presented in the second chapter. The chapter ends with a cogent conclusion summarizing the importance of the study findings.

MCAP 405 FOOD AND BEVERAGE SERVICE- Pr

Objective: On Completion of this Course, students would obtain the underpinning knowledge and key practical skills such as the awareness of proper Service Etiquette.

Unit-I: A day in the life of a Food & Beverage Manager

Unit-II: Menu Engineering: Definition, Scope & Importance, Menu Engineering Matrix, Applications of Menu Engineering

Unit-III: Software Applications in Food & Beverage Service: software applications in Food & Beverage Service, Preparation of checklists for various aspects of Food & Beverage operations with the help of computer, generate various reports using the software, interpretation of these reports, and implementation of cost management techniques.

Unit-IV: Guest Handling: Suggestive Selling Techniques, Techniques for Quality Service, Handling guest complaints

Unit-V: Theme Lunch/ Dinner: Conduct a Theme Lunch/ Dinner based on a particular theme, where they are expected to conceptualize & execute the event, keeping costs in mind & within a specified budget.

Suggested Readings:

1. Introduction to Management in the Hospitality Industry- Tom Powers & Clayton W. Barrows, John Wiley & Sons, Inc.
2. Food and Beverage Management (4th Edition)- Bernard Davis, Andre Lockwood, Peter Alcott, Loannis. S. Pantelidis, Butter Worth-Heinemann
3. Food and Beverage Management- John Cousins, David Foskett, Gillespie, Pearson.
4. Profitable Restaurant Management (2nd Edition)- Kenneth L Solomon, Norman Katz, Prentice Hall, wInc. Englewood Cliff, New Jersey 07632, Spectrum Book
5. Professional Food Service Management - Harris Thayse, Prentice Hall, Inc.
6. Menu Design-Merchandising & Marketing (3rd Edition) - Albin G Seaberg, A CBI Book Published by van Nostrand Reinhold Company

MCAE 406 EDUCATION TRAINING AND DEVELOPMENT

Objectives: After completing the course students would be able to acquire the knowledge of education training and development in culinary arts.

UNIT – I Teaching-Learning Process: Challenges in Teaching – Learning, Changing Role of Teachers, Principles of Learning and Instruction, Theories of learning (classical conditioning, operant conditioning, insightful learning), Instructional Objectives:- Micro teaching, Peer teaching, Macro teaching, Teaching skills and practice), Teaching Methods (Micro teach), Preparing a Lesson Plan, Instructional Media and its Selection, Developing Practice Skill, Project Based Instruction.

UNIT – II Types of Teaching Education Programs: In-service Teacher Education, Pre-service Teachers Education, Distance Education and refresher course, training of Educational Administrators

UNIT – III Measurement and Evaluation Process: Concept, scope and Need, taxonomies of educational objectives, Norm-referenced and criterion referenced Measurement, Evaluation: functions and Basic principles, Interrelationship between measurement and evaluation in education, The status of educational measurement in India.

UNIT – IV Curriculum Development Process: Curriculum Design, Curriculum Implementation, Curriculum Evaluation, Value Based Curriculum, Competency Based Curriculum, Teacher Education curriculum at different stages. Patterns of student teaching – Internship, Block teaching, teaching practice; Techniques of Teachers’ Training – Core teaching, Microteaching and intersection Analysis; Evaluation of student teaching; taxonomy of teacher Education.

UNIT – V Trends and Research in Teacher Education: Innovation in teacher education – teaching effectiveness, schools effectiveness and modification of teacher behaviour – Research and implications.

SUGGESTED READINGS:

1. Butler D. J.: Four Philosophies and their practice in Education
2. Sinha J.: Outlines of Indian Philosophies.
3. Rusk R R: Great Educators
4. Mukherji, S P: Great Educators
5. Purkait B R: Milestone in Modern Indian Education
6. Sharma R : Great Educators
7. Wring, Calin:Democracy, Schooling and Political Education
8. Value Education: NCERT
9. Taneja V R: Educaional Thought and Practice
10. Friere P: Pedagogy of the Oppressed
11. Illich I: Deschooling Society
12. UNESCO 1996: Delors Report
13. 10th and 11th Five Years Plan: Govt. of India
14. Sharma and Sharma: Problems of Education in India

MCAE 407 EVENT MANAGEMENT

Objectives: After completing the course students would be able to acquire the knowledge essentials of Event Management and understand the potential of MICE and Event Tourism. Students are also enabled to take up project work in the above areas.

UNIT – I Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.

UNIT – II Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

UNIT – III Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

UNIT – IV Event Marketing: Customer care – Marketing equipment and tools – Promotion, Media Relations and Publicity - Event Coordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

UNIT – V Food Industry Fairs: Benefits of Fairs – AAHAR, FHRAI Exhibitions, Food and Food Equipment related Exhibitions, CII-Events etc.

SUGGESTED READINGS:

1. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.
3. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
4. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
5. Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
6. Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
7. Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi.