

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of B. Sc. in Culinary Science
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

6th Semester

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed MOOCs
				Theory	Practical	Tutorial	Offline #	Online	Blended	
CC 13	Research Methodology and Research Project	BSCA 601	6	5	0	1	✓			As per MAKAUT notification
CC 14	Organizational Behaviour	BSCA 602	6	5	0	1	✓			
DSE 3 (Any One)	Entrepreneurship Development	BSCA 603(A)	6	5	0	1	✓			
	Food and Wine Philosophy	BSCA 603(B)	6	5	0	1	✓			
DSE 4 (Any One)	Major Project	BSCA 681(A)	6	1	5	0	✓			
	Internship	BSCA 681(B)	6	1	5	0	✓			
Semester Credit			24							

Note:

Major Project/Internship- (Students have to engage in a full length/capstone project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged in case of Internship.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva as part of University examination.

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CC 13: Research Methodology and Research Project

Code- BSCA 601

Credits: 6

Contact Hours: 5(L) + 1(T)

Course Objective: The course has been designed to provide a preliminary knowledge and understand the steps involved in performing a research on a relevant subject and to prepare and present a research project.

COURSE OUTCOMES (CO):

Sl	Course Outcome	Mapped modules
1	Outline the concept of performing a research and to conclude the project.	M1, M2, M3
2	Plan and Analyse the salient points of research framework and their logical implementations.	M2, M3, M4, M5
3	Infer and illustrate the research topic and work according to the research steps.	M2, M3, M4,
4	Construct the needs for research and rightfully implement the techniques	M4, M5, M6
5	Identify & demonstrate data collected and analyse them accordingly	M2 ,M3, M4, M5
6	Assess and apply various techniques of research and prepare a research report accordingly	M2, M3,M4, M5

Module Number	Content	Total Hours	%age of questions	Blooms Level
M 1	Introduction and project Theme	5	10	1,2,3
M 2	Research design & data collection method	8	25	2,3
M 3	Sampling plan	8	20	2,3,4
M 4	Field work	25	20	2,3,4
M 5	Data analysis	6	15	3,4
M 6	Report writing	8	10	2,3,4
		60	100	
	Tutorial	16		

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Module 1 – Introduction and Project Theme: Meaning & definition, Scope and Purpose of doing research, Areas of research, Research procedure, Applications of research, Problems of conducting research. Identifying theme of project, Selection of title, Description of universe, Executive summary, Statement of research problem and research Objectives **(5 Hours)**

Module 2 – Research design & data collection method: Primary research, Secondary research, Research approaches - Observation, Experiment, Survey, Research instrument - Questionnaire, Mechanical **(8 Hours)**

Module 3 – Sampling Plan: Applying the process of Sampling unit and Sample size, considering the factors of Sample selection process and the various methods of sampling media. **(8 Hours)**

Module 4 – Field Work: Planning the entire fieldwork, organizing and visiting the entire sample, supervising and getting proper feedback from the fieldwork, Data Management, sample design, sampling, survey and interview techniques, Reporting and Communication **(25 Hours)**

Module 5 – Data Analysis: Classification of the entire data according to the research objective, Tabulation of the entire data according to need, Analysis of the data collected and Interpretation of the total data collected and arriving to the conclusive study **(6 Hours)**

Module 6 – Report Writing: Writing the Report according to the laid down format, forming the executive summary, analyse the Literature review, listing down the Findings, drawing the Conclusions & suggest Recommendations along with complete Bibliography **(8 Hours)**

Suggested Readings

1. Marketing Management, Philip Kotler, Prentice-Hall of India, New Delhi.
2. Hospitality & Travel marketing, Alastair M. Morrison Delmar Publishers Inc.
3. Marketing Research, Harper W. Boyd Richard D. Irwin, INC., All India Traveller Book Seller, Delhi.
4. How to complete your reasearch project successfully, Judith Bell UBS Publisher Distributors, Delhi
5. How to research and write a thesis in hospitality & tourism, James M. Paynter John Wiley & Sons, NY, USA
6. Travel, Tourism & Hospitality Research, Ritchie Goeldner, John Wiley

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CC 14: Organizational Behaviour
Code: BSCA 602
Contact Hours/Week- 5(L) + 1(T)
Credits: 6

Course Objective: After successful completion of this course, student will be able to interpret the human behaviours in organizational settings, the interface between human behaviour and the organization, how people interact with one another inside of an organization, and how those influence the organization development.

Sl	Course Outcome	Mapped modules
1	Relate the concept, definition, relevance and scope of Organizational Behaviour.	M1, M2
2	Assess the foundation of Individual & group behaviour and complexity of environment, personal, organizational and physiological factors.	M1 ,M2
3	Outline and illustrate the theory of motivation – nature, equity and expectancy.	M2, M3
4	Evaluate the nature and theories-trait theory, behavioural and fielders contingency theories of leadership.	M4, M5, M6
5	Outline and explain the objectives of communication, ways of overcoming the barriers and conflict management.	M1 ,M4, M5, M6
6	Interpret and Illustrate the various structure of Organization and behavioural implications of different structures	M2, M4, M5

Module	Content	Total Hours	%age of questions	Blooms Level
M 1	Introduction to the Organizational Behaviour - Definition, relevance and scope	8	15	2,3
M 2	Organizational behaviour deals with employee attitudes and feelings, including job satisfaction, organizational commitment, job involvement and emotional labour.	8	15	3,4
M 3	Foundation of Individual & Group behaviour-	15	20	2,3,4
M 4	Leadership nature and theories-trait theory, behavioural and fielders contingency	15	20	2,3,4

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	theories			
M 5	Communication Interpersonal communication, barriers and ways of overcoming the barriers. Organizational communication, informal communication.	8	15	2, 3,4
M 6	Conflict management - Reasons and ways of overcoming conflict	6	15	2,3
		60	100	
	Tutorial	16		

Module 1-O.B. – Definition of OB, its relevance with the modern industry scenario and scope of OB in group dynamics, Relevant Case Studies.

Module 2- Foundations of individual behaviour Environment, personal, organizational and psychological factors, Personality, perception, attitudes, learning, Relevant Case Studies.

Module 3- Motivation Nature, important theories-Maslow, Herzberg, equity and expectancy, Conflict- Reasons and ways of overcoming conflict Relevant Case Studies.

Module 4- Foundation of group behaviour Group dynamics, group formation, group tasks, group decision-making, Organisation Structure - behavioural implications of different structures organizational change Resistance to change and ways of overcoming the resistance

Module 5 - Leadership nature and theories-trait theory, behavioural and fielders' contingency theories, organizational culture how created and sustained Relevant Case Studies.

Module 6- Communication Interpersonal communication, barriers and ways of overcoming the barriers. Organizational communication, informal communication Relevant Case Studies.

Suggested Readings:

- 1) Stephen P Robbins; Essential of Organisational Behaviour, New Delhi, Prentice Hall of India
- 2) New Strom and Davis; Organisational Behaviour - Human Behaviour work, New York McGraw Hill
- 3) Fred Lechans; Organisation Behaviour, New York, McGraw Hill
- 4) Aswathappa K; Organisational Behaviour, Mumbai, Himalaya Publishing House
- 5) B. P. Singh; Organisational Behaviour, Dhanpat Rai & Sons
- 6) Umaskharan; Organisational Behaviour, New Delhi, Tata McGraw Hill Publishing House

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DSE 3: Entrepreneurship Development

Code: BSCA 603(A)

Credits- 5(L) + 1(T)

Credit: 6

Course Objective: The objective of this paper is to develop the knowledge, skills and motivation for entrepreneurial success in a variety of settings. Students will be able to distinguish the role of entrepreneurs in the economy and identify the traits of successful entrepreneurs.

Sl	Course Outcome	Mapped modules
1	Discuss the self-help Concept, Functions of an Entrepreneur, Types of Entrepreneur, Concept of Entrepreneurship, Evolution of Entrepreneurship, Development of Entrepreneurship, Intrapreneurship as an Emerging Trend	M1, M2
2	Identification and Evaluation of opportunities, The Political Context (From Policy to Practice), Evaluating Enterprise Policies, Market Research for Entrepreneurship, Start- up Process	M1 ,M2
3	Evaluate the Types of Capital Available for New Venture Capital, Venture Creation-Structure of the Fund, Professional Involved, Compensation and Concept, Sources and Securing Debt Finance, Financing an Ongoing Venture	M2, M3
4	Distinguish the Characteristics of Entrepreneurial Firm, Limited Resources and Small Size	M4, M5
5	Outline and explain the Role of Government in Organizing EDPS, Critical Evaluation, Economic Development and Enterprise Growth, Strategic Approaches in Changing Economics	M4, M5, M6
6	Decide the –Domain Name & Website-Finding Designer, Choosing Designer, Settling on a Design & Updates, The Contract, Social Network-tracking Social Media, E- Commerce	M4, M5 ,M6

Module	Content	Total Hours	%age of questions	Blooms Level
M 1	Meaning of the Concept, Functions of an Entrepreneur, Types of Entrepreneur, Concept of Entrepreneurship	8	15	2,3
M 2	Evaluation of opportunities, The Political Context (From Policy to Practice), How do	8	15	3,4

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	Government Intervene? Evaluating Enterprise Policies, Market Research for Entrepreneurship, Start- up Process			
M 3	Types of Capital Available for New Venture Capital, Venture Creation-Structure of the Fund, Professional Involved	15	20	2,3,4
M 4	Characteristics of Entrepreneurial Firm, Limited Resources and Small Size, Features of Entrepreneurial Marketing-Proactive Orientation, Risk Management, Value Creation	15	20	2,3,4
M 5	Role of Government in Organizing EDPS, Critical Evaluation, Economic Development and Enterprise Growth, Strategic Approaches in Changing Economics	8	15	2, 3,4
M 6	Introduction, Domain Name & Website-Finding Designer, Choosing Designer, Settling on a Design & Updates, The Contract, Social Network-tracking Social Media, E- Commerce	6	15	2,3,4,5
		60	100	
	Tutorial	16		

Module 1- Meaning of the Concept, Functions of an Entrepreneur, Types of Entrepreneur, Concept of Entrepreneurship, Evolution of Entrepreneurship, Development of Entrepreneurship, Intrapreneurship an Emerging Trend **(8 Hours)**

Module 2- Introduction –Identification and Evaluation of opportunities, The Political Context (From Policy to Practice), evaluating Enterprise Policies, Market Research for Entrepreneurship, Start- up Process (Project Identification, Selection, Formulation, Evaluation & Feasibility analysis), Project Report, Institutional Support- Introduction, Supporting Agencies of Government, Nature of Support, Central & State Government Agencies, Different Schemes, All India Financial Institution, Legal Issues- The Legal Environment, Forms of Organization, Approval for New Ventures, Tax and Duties Payable, Intellectual Right and Franchising **(8 Hours)**

Module 3- Types of Capital Available for New Venture Capital, Venture Creation-Structure of the Fund, Professional Involved, Compensation and Concept, Sources and Securing Debt Finance, Financing an Ongoing Venture **(15 Hours)**

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Module 4- Characteristics of Entrepreneurial Firm, Limited Resources and Small Size, Features of Entrepreneurial Marketing-Proactive Orientation, Risk Management, Value Creation, Focus on the Customer, Market Research (Segmentation, Positioning, Targeting and Branding), Pricing (Price Sensitivities & Pricing Strategies), Distribution (Going Directly to the Customer, Retailer or Bypass Distribution and Sale Agents), Participation in Established Channel, Types of Promotional Campaign **(15 Hours)**

Module 5 - Role of Government in Organizing EDPS, Critical Evaluation, Economic Development and Enterprise Growth, Strategic Approaches in Changing Economics, Scenario for Small Scale Entrepreneur – MSME, NSIC, Franchising and Dealership, Development of Women Entrepreneurship **(8 Hours)**

Module 6- Introduction, Domain Name & Website-Finding Designer, Choosing Designer, Settling on a Design & Updates, The Contract, Social Network-tracking Social Media, E-Commerce (Shopping Chart, Auction Programmes, Payment Mechanism & Shipping), Hosting (Selection of the Right Host, Storefront Solution, Building Traffic, Search Engine Optimization, Pay per Click Search, Banner, links and Affiliates), Emails for Communication **(6 Hours)**

Suggested Readings:

1. Entrepreneurship by Rajeev Roy, Publisher: Oxford University Press
2. Management and Entrepreneurship by Kanishka Bedi, Publisher: Oxford University Press
3. Fundamentals of Entrepreneurship by H.Nandan, Publisher: Prentice Hall
4. Project Management of Hotel Opening Processes: Exploring better ways to manage new hotel openings by Gert Noordzij, Publisher: CreateSpace Independent Publishing Platform

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DSE 3: Food and Wine Philosophy

Code: BSCA 603 (B)

Credits- 5(L) + 1(T)

Credit: 6

Course Objective: The students will be able to take part in wine and food pairing, matching traditions, and key elements of wine and food: components, texture, and flavors and to provide knowledge for identifying key wine and food elements as well as to facilitate greater interest and confidence by culinary and foodservice professionals in the service of wine and food.

Sl	Course Outcome	Mapped modules
1	Build the Objectives of Food and Wine Pairing, Food-and-Wine Pairing Mechanics	M1, M2
2	Evaluate the elements of Wine Service, Sensory Evaluation, Basics of Wine Evaluation, The Art and Science of Wine Evaluation, Palate Mapping, Tasting Instructions	M1 ,M2
3	Evaluate the effect of the Environment and Culture on Prevailing Components, Texture, and Flavors, Organization of Menu and Wine List, Wine: The Impact of Geography, Climate and Culture, Gastronomic Identity: Old World Wines and New World Wines	M2, M3
4	Examine and explain - Food and Wine Pairing: The Impact of Sweetness, Salt, Bitterness, Bubbles and Acidity Levels Which to Choose First, Wine or Food? Types of Sweeteners, Perceived Sweetness Levels, Interaction between Wine and Food Sweetness, Acidity: From Flat to Tart (and Beyond), Levels in Wine and Food, Acidity Level Descriptions, Interaction between Wine and Food Acidity, Sparkling Wine and Pairing,	M4, M5
5	Propose the General Menu Planning Suggestions, Basic Wine Sequencing Recommendations, Wine and Food Pairing Instrument, Wine and Food Match Decision Tree	M4, M5, M6
6	Appraise the Wine and Cheese Pairing- Cheese Categories, Wine and Cheese Pairing Dessert and Wine Pairing- Dessert Wine Categories, Dessert Selection and Wine Pairing	M4, M5 ,M6

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Module	Content	Total Hours	%age of questions	Blooms Level
M 1	The Wine and Food Pyramid: A Hierarchy of Taste – Introduction, Objectives of Food and Wine Pairing, Food-and-Wine Pairing Mechanics	8	15	2,3
M 2	Taste Basics and the Basics of Wine Evaluation - Introduction, Elements of Wine Service, Sensory Evaluation, Basics of Wine Evaluation	8	15	3,4
M 3	Gastronomic Identity - The Effect of the Environment and Culture on Prevailing Components, Texture, and Flavors, Organization of Menu and Wine List	15	20	2,3,4
M 4	Salt, Bitter and Bubbles - Food and Wine Pairing: The Impact of Sweetness, Salt, Bitterness, Bubbles and Acidity Levels Which to Choose First, Wine or Food	15	20	2,3,4
M 5	Menu Planning: Horizontal and Vertical Pairing Decisions - General Menu Planning Suggestions, Basic Wine Sequencing Recommendations, Wine and Food Pairing Instrument, Wine and Food Match Decision Tree	8	15	2, 3,4
M 6	Wine and Cheese Pairing- Cheese Categories, Wine and Cheese Pairing Dessert and Wine Pairing- Dessert Wine Categories, Dessert Selection and Wine Pairing	6	15	2,3
		60	100	
	Tutorial	16		

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Module 1- The Wine and Food Pyramid: A Hierarchy of Taste – Introduction, Objectives of Food and Wine Pairing, Food-and-Wine Pairing Mechanics **(8 Hours)**

Module 2- Taste Basics and the Basics of Wine Evaluation - Introduction, Elements of Wine Service, Sensory Evaluation, Basics of Wine Evaluation, The Art and Science of Wine Evaluation, Palate Mapping, Tasting Instructions **(8 Hours)**

Module 3- Gastronomic Identity - The Effect of the Environment and Culture on Prevailing Components, Texture, and Flavors, Organization of Menu and Wine List, Wine: The Impact of Geography, Climate and Culture, Gastronomic Identity: Old World Wines and New World Wines **(15 Hours)**

Module 4- Salt, Bitter and Bubbles - Food and Wine Pairing: The Impact of Sweetness, Salt, Bitterness, Bubbles and Acidity Levels Which to Choose First, Wine or Food? Types of Sweeteners, Perceived Sweetness Levels, Interaction between Wine and Food Sweetness, Acidity: From Flat to Tart (and Beyond), Levels in Wine and Food, Acidity Level Descriptions, Interaction between Wine and Food Acidity, Sparkling Wine and Pairing, Effervescence: The Great Equalizer **(15 Hours)**

Module 5 - Menu Planning: Horizontal and Vertical Pairing Decisions - General Menu Planning Suggestions, Basic Wine Sequencing Recommendations, Wine and Food Pairing Instrument, Wine and Food Match Decision Tree **(8 Hours)**

Module 6- Wine and Cheese Pairing- Cheese Categories, Wine and Cheese Pairing Dessert and Wine Pairing- Dessert Wine Categories, Dessert Selection and Wine Pairing **(6 Hours)**

Suggested Readings:

1. Food and Wine Pairing A Sensory Experience by Robert J. Harrington, Publisher: Wiley & Sons
2. Questions of Taste: The Philosophy of Wine by Barry C Smith, Publisher: OUP
3. A History of World in 6 Glasses by Tom Standage, Publisher: Bloomsbury USA
4. Perfect Pairings: A Master Sommelier's Practical Advice for Partnering Wine with Food by Evan Goldstein, Publisher: University of California Press.
5. Pairing Wine and Food: A Handbook for All Cuisines by Johnson-Bell, Publisher: Burford Books
6. Indian Food & Wine Paperback by Michael Swamy, Publisher: Om Book International

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DSE 4: Project Evaluation

Code: BSCA 681

Credits- 1(L) + 5(P)

Aimed to provide a practical exposure in the industry, in order to observe and gain knowledge about industry operations. The students will work in various sections of the food production and Bakery Confectionary department for a period of 12 weeks to gain hands on experience.

Evaluation: Evaluation will be on basis of “Performance Log Book” and “Training Certificate” aside University assessment on Presentation and Viva Voce