



Sheila Raheja  
Institute of  
Hotel Management

Affiliated to the University of Mumbai

**B.A. Culinary Art**  
**Course Outcomes**  
**Semester V**

**EVENT PLANNING & MANAGEMENT**  
**USCA 501**  
**PRACTICAL**

**COURSE OBJECTIVE**

**On successful completion of this course, the learners will be able to:**

- Apply Management Theories & Principles for Event management.
- Develop an ability to plan for conventions, seminars & events.
- Prepare financial reports and establish source of funding for a new operation.
- Plan events creatively and think strategically.
- Understand the financial, marketing, operational and strategic issues in setting up an event.
- Integrate approaches of time, money (capital), people and other resources.
- Understand the concept of Event Management.

**COURSE OUTCOMES**


**After successful completion of this course, the learners will be able to**

**CO1-** Apply Management Theories & Principles in Planning, Conceptualizing, Budgeting Event management for executing and planning any Event.

**CO2-** Prepare an effective marketing strategies / plan to fund, to generate revenue and market the event.

**CO3-** Organize the event based on concepts developed effectively managing resources and compile a Final Management report.



  
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**B.A. Culinary Art**  
**Course Outcomes**  
**Semester V**

**ADVANCED CULINARY ARTS- INDIAN**  
**USCA 502**  
**PRACTICAL**

**COURSE OBJECTIVES**

**On successful completion of this course, the learners will be able to:**

- Use tandoor (Indian Clay Oven) to prepare Indian breads, meat and vegetable kebabs
- Prepare various Indian desserts as per standard recipes.
- Prepare the plan of work, indent, costing sheet and calorie calculation.

**COURSE OUTCOMES**

**After successful completion of this course, the learners will be able to**

**CO1-** Students will able to use tandoor (Indian Clay Oven) to prepare Indian breads, meat and vegetable kebabs

**CO2-** Prepare various Indian desserts as per standard recipes.

**CO3-** Prepare the plan of work, indent, costing sheet and calorie calculation.



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**B.A. Culinary Art**  
**Course Outcomes**  
**Semester V**

**ADVANCED FOOD PRODUCTION**  
**USCA 503**  
**THEORY**

**COURSE OBJECTIVES**

**On successful completion of this course, the learners will be able to:**

- Explain the principles of Ayurvedic cooking.
- Identify the ingredients used in Ayurvedic cooking.
- Create & plan menus based on Ayurvedic food combinations.
- Describe & compare the latest food trends.
- Differentiate between the various modified therapeutic diets.
- Create & plan menus based on the latest trending diets
- Describe the various aspects of preparing frozen desserts.

**COURSE OUTCOMES**

**After successful completion of this course, the learners will be able to**

**CO1-** Summarize the principles of healthy cooking and ayurvedic diet

**CO2-** Appraise the latest food trends with an understanding of healthy and progressive cooking

**CO3-** Compare the various healthy diets.

**CO4-** Summarize the benefits of special cuisine diets.

**CO5-** Evaluate the various plated and frozen desserts of the world



  
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**ADVANCED PASTRY ARTS**  
**USCA 504**  
**PRACTICAL**

**COURSE OBJECTIVES**

**On successful completion of this course, the learners will be able to:**

- Modify the knowledge of bread making, pastries for making various desserts and artisanal breads and develop knowledge of sugar craft and sauces and compotes. Compile knowledge of the dessert making technique in plated desserts.
- Appraise the knowledge of frozen desserts in creating various desserts such granite, sorbets, ice-creams, and also use gelling agents such as gelatin, pectin, agar agar, etc., in making different desserts.
- Distinguish different sponge making techniques in preparation of Sacher, Opera, Dacquoise and also combine the meringue making process in preparation of French Macarons and marshmallows.

**COURSE OUTCOMES**

**After successful completion of this course, the learners will be able to**

**CO1-** Demonstrate the preparation of artisan breads using their various bread making techniques.

**CO2-** Create sugar craft, gum paste, royal icing, and pastillage and demonstrate the technique of pull sugar, cast sugar and blown sugar.

**CO3-** Illustrate the preparation of frozen desserts, ice creams, sorbets, French macarons, sauces and compotes and demonstrate the various types of jelly agents, classical cakes and create classical French plated desserts.



  
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**FOOD LEGISLATION**  
**USCA 505**  
**THEORY**

**COURSE OBJECTIVES**

**On successful completion of this course, the learners will be able to:**

- Assimilate various food laws.
- Understand the various licenses required for starting a commercial property
- Understand the laws related to employees in the Hotel Industry.

**COURSE OUTCOMES**

**After successful completion of this course, the learners will be able to**

**CO1-** Summarize the definition of Food, Food adulteration, Adulterant, Adulterated food and appraise the relevant provisions of the Food Adulteration Act in this regard.

**CO2-** Summarize Food poisoning, Food additives, Food preservatives, Food Quality and standard, their prohibition and restriction and assess penalty compensation for serving unsafe Food.

**CO3-** Assess the role of various authorities in Food safety and standard act such as food safety officer, food analyst, adjudicating officer, and basic license required for commercial property.

**CO4-** Summarize various liquor licenses, their types, and the procedure to acquire them, and liquor legislation in India and access sale of cigarette, Cigar & tobacco.

**CO5-** Appraise the Indian Contract Act 1872, Hospitality contracts, and laws related to employees in the Hotel Industry.



  
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**Course Outcomes**  
**Semester V**

**FOOD STYLING AND PRESENTATION**  
**USCA 506**  
**PRACTICAL**

**COURSE OBJECTIVES**

**On successful completion of this course, the learners will be able to:**

- Demonstrate cooked food in an aesthetic manner inculcating basic elements and components of food presentation.
- Develop the art of different cooking techniques and use of garnishes to enhance the eye appeal of the plated food.
- Evaluate, modify and illustrate the balance of light, composition and theme while conducting food photography.

**COURSE OUTCOMES**


**After successful completion of this course, the learners will be able to**

**CO1-** Demonstrate cooked food in an aesthetic manner inculcating basic elements and components of food presentation.

**CO2-** Develop the art of different cooking techniques and use of garnishes to enhance the eye appeal of the plated food.

**CO3-** Evaluate, modify and illustrate the balance of light, composition and theme while conducting food photography.



  
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**Course Outcomes**  
**Semester V**

**PERSONALITY DEVELOPMENT AND EXECUTIVE SOFT SKILLS**  
**USCA 507**  
**PRACTICAL**

**COURSE OBJECTIVES**

**On successful completion of this course, the learners will be able to:**

On successful completion of this course students will be able to interact and communicate with his superiors, colleagues and his clients.

**COURSE OUTCOMES**


**After successful completion of this course, the learners will be able to**

**CO1-** Improvement in the interview process GD, Extempore, Interview writing and mock interviews, better Presentation skills.

**CO2-** Social graces, Email and Telephone Etiquette

**CO3-** Improving confidence and Self esteem



  
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**STRATEGIC MANAGEMENT**  
**USCA 509**  
**THEORY**

**COURSE OBJECTIVES**

**On successful completion of this course, the learners will be able to:**

- Introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. It focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. It also focuses on the concept of strategy formulation, implementation, and evaluation by exploring the functions and nature of general management. The course serves as an opportunity to develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration.

**COURSE OUTCOMES**

**After successful completion of this course, the learners will be able to**

**CO1-** Analyze the concept of Strategic Management process, elements of strategic Intent and evaluate the internal and external factors that influences an organization's business environment.

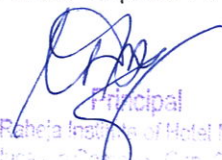
**CO2-** Analyze and evaluate the various role of, Micro environment, Macro environment, SWOT analysis and TOWS Matrix strategy.

**CO3-** Summarize and evaluate the factors to be considered for formulation of strategies alternatives.

**CO4-** Evaluate the impact of alternative strategies and factors influencing strategic choice.

**CO5-** Illustrate how various leadership styles affect corporate culture and explain the importance of business ethics & values



  
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**SECURITY AND SAFETY IN CATERING ESTABLISHMENT**  
**USCA 511**  
**THEORY**

**COURSE OBJECTIVES**

**On successful completion of this course, the learners will be able to:**

- Evaluate the various safety hazards in catering establishments and recommend process and procedures to handle them including elementary first Aid.
- Evaluate on the job risk and design risk assessment cards keeping in mind on the job safety and STOP.
- Appraise the areas of security concern and recommend security systems for the establishments
- Summarize the important duties and responsibilities of security department of the catering establishments.
- Design policies to prevent theft and handle emergency situations in catering establishments.

**COURSE OUTCOMES**

**After successful completion of this course, the learners will be able to**

**CO1-** Evaluate the various safety hazards in catering establishments and recommend process and procedures to handle them including elementary first Aid.

**CO2-** Evaluate on the job risk and design risk assessment cards keeping in mind on the job safety and STOP.

**CO3-** Appraise the areas of security concern and recommend security systems for the establishments

**CO4-** Summarize the important duties and responsibilities of security department of the catering establishments.

**CO5-** Design policies to prevent theft and handle emergency situations in catering establishments



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**HOSPITALITY SERVICES MARKETING**  
**USCA 513**  
**THEORY**

**COURSE OBJECTIVES**

**On successful completion of this course, the learners will be able to:**

- This course provides an introduction to the marketing concepts and techniques inherent in the hospitality and tourism industries. By evaluating the marketing environments affecting the hospitality and tourism businesses, students are able to understand how to define and select target markets, establish marketing plans and program, implement control and evaluation plans.

**COURSE OUTCOMES**

**After successful completion of this course, the learners will be able to**

**CO1-** Compare between service encounter, service chain, Target marketing, Niche Market and Marketing Segmentation


**CO2-** Plan and write a comprehensive hospitality service marketing plan and blue print that incorporates strategic marketing concept and techniques.

**CO3-** Evaluate and assess the various components of service Marketing Mix (product, price place, promotion), Communication Mix, and their application.

**CO4-** Compile a comprehensive hospitality marketing plan and blue print that incorporates service marketing concept, strategies and techniques.

**CO5-** Summarize the various facts and factors influencing consumer behavior & evaluate the impact of E-Marketing on Consumer behavior & guest satisfaction in hospitality industry.



  
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