

Chef Nalan Institute of Culinary Arts

Title of the Course	: The Art of culinary Management
Duration	:90 days
Medium of Instruction	: English/ Malayalam
Total Theory Hours	:50

Course Objectives

- Empowering young chefs to become successful in Culinary Management.
- To provide a strong base in the culinary arts and its Management
- To Impart adequate knowledge and skill in the culinary arts that can ignite the innovation, creativity and competitive approach towards the profession.
- To develop successful Entrepreneurial culture among the budding chefs.

Intended Learning Outcomes

- Students should be able to have a sound Knowledge and skill base in the culinary arts and its management aspects.
- Students should be able to do innovation and develop their signature dishes
- Able to incubate their own business plans and to become successful entrepreneurs

References: Books-

1. Culinary Management- Mr. Chris Jones- & Mr. Tim Heap
2. The professional Chef- culinary Institute of America- (CIA)
3. Introduction to Culinary Arts- CIA
4. A culinary Tour of India- Mr. Yogesh Singh-
5. Training Interpersonal Skills – Stephan P Robbins –
6. Interpersonal skills- Goal directed behaviour - John Hayes
7. Guide to Etiquette & Modern Manners- John Morgan.
8. Business Etiquette – Beginners guide- Christa Tharp
9. Digital Marketing – Tools, Techniques – its Aspects- Dr. Ritika Malik & Dr. Ritika Agarwal
10. Practical food & Beverage cost control- Clement Ojugo- Second edition
11. Food Service Management- M Ratti- 01 Edition
12. Waste Management in food Industries – Loannis- S A

Chef Nalan Institute of Culinary Arts

Modules :

12hrs

1. Culinary Arts to Management:

- 1.1. Introduction to Culinary arts- (Regional/ specified cuisines) – its origin – Salient features, popular dishes - evolution – major influences- traditional & Modern concepts.
- 1.2. Culinary Management- introduction- Importance – Production control- Food Cost control.
- 1.3. Hygiene- Food safety standards to be followed. Legal and statutory obligations, licenses to be obtained for a food establishment.

Module: 2. Importance of Interpersonal Skills in the culinary Management:

10 hrs

Importance of effective communication in Business. – Art of Listening – Clarity in Communication -verbal and written communication - Public speaking & Presentation skills- socialising skills - tolerance and respect for team members - Networking and Building relationships- Diplomacy in Handling situations- Empathy for others-Situation Handling.

Module: 3- Business Etiquette & Manners:

10 hrs

- **Face to face Interaction**- Importance of Greeting – Body language – facial expressions – postures, Positioning of hands while talking to the guests- professional attire – Approach- grooming- Personal Hygiene. Telephonic Etiquette & Manners -Dos and Don'ts while talking over the Phone -Exchange of Business cards-

Module-4- Digital Marketing skills for the chefs;

08 hrs

Introduction- Market Research- email marketing - Search engine optimisation - YouTube marketing- social media Marketing - App based marketing – google analytics -copy write- websites

Dos and don'ts in digital Marketing

Module 5 : Cost control and Wastage Control

10 hrs

Introduction- Purchases- types- Inventory control- Portion control – seasonal availability- SPS- cyclic Menu system – Standard yield – Standard recipe -réchauffé system- effective Manpower Management

waste management- segregation – processing and utilisation of wet and dry kitchen waste