

**B.SC. HOTEL MANAGEMENT & CATERING SCIENCE**

Semester	Course Code	Course Category	Total Hours	Credits	Marks for Evaluation		
					CIA	ESE	Total
<b>III</b>	<b>25UHMVAC1</b>	<b>Value Added Course - I</b>	<b>30</b>	<b>-</b>	<b>-</b>	<b>100</b>	<b>100</b>
<b>Course Title</b>	<b>SETTING UP AND OPERATING A HOME BASED CATERING BUSINESS</b>						

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>Introduction to Home-Based Catering Business</b> Definition and characteristics - Types of catering services. Benefits and Challenges - Low start-up costs, flexibility, scalability - Regulatory hurdles, competition, space constraints. Identifying Market Demand and Target Audience - Analyzing competitors, assessing potential clients - Identifying niche markets. Successful ventures of home based catering business in India – Mrs. Bectors and The Bohri Kitchen.	<b>6</b>
<b>II</b>	<b>Setting up a Home-Based Catering Business</b> Legal Considerations and Licensing - Health permits, food safety regulations, and local laws - Registering the business and necessary insurance coverage. Home Kitchen Setup and Compliance - Assessing space requirements and equipment. Modifying a home kitchen to meet business needs. Financial planning, budgeting & business plan creation. Importance of self-help groups in setting of homebased catering units.	<b>6</b>
<b>III</b>	<b>Menu Development and Food Safety</b> Menu Design and Development - Crafting menus that appeal to target customers - Seasonal and local ingredient utilization – Organic foods, their preparation and marketing. Pricing strategies and portion control. FSSAI - Food Safety Regulations - Health and safety regulations for home kitchens - Understanding food handling, storage, and hygiene practices. Sourcing ingredients & managing inventory.	<b>6</b>
<b>IV</b>	<b>Marketing and Branding for Home-Based Catering Business</b> Creating a Brand Identity - Developing a business name, logo, and visual identity. Crafting a unique selling proposition for differentiation. Marketing Strategies for Home-Based Catering - Social media marketing. Word-of-mouth, local advertising, and partnerships with event planners - Building an online presence. Customer service, feedback & retention strategies.	<b>6</b>
<b>V</b>	<b>Operations and Scaling of a Home-Based Catering Business</b> Daily Operations and Workflow Management - Time management - Managing staff and organizing kitchen operations. Pricing, cost control & profit margins - Managing cash flow and maintaining financial health. Scaling strategies: expanding, franchising & partnerships. Case studies of home based businesses.	<b>6</b>

**Books for Reference:**

1. Nathaniel, R. S. (2024). *Catering management (For hotels, restaurants and institutions)* (Latest ed.). New Delhi, India: Surjeet Publications.
2. Sethi, M., & Malhan, S. (2023). *New age catering management: An integrated approach* (2023–24 ed.). New Delhi, India: New Age International.
3. Kapadia, M. (2021). *How I quit Google to sell samosas: Adventures with The Bohri Kitchen* (1st ed.). Noida, India: HarperCollins India.

**Web Resource(s):**

1. <https://www.indiafilings.com/learn/home-based-business-ideas-in-india/>
2. <https://www.fssai.gov.in/>
3. <https://www.smera.in/>

<b>Course Outcomes:</b>	
<b>Upon successful completion of this course, the student will be able to:</b>	
<b>CO. No.</b>	<b>CO Statement</b>
CO1	Recall and describe the key characteristics of home-based catering businesses, types of catering services, and the benefits and challenges of operating such a business.
CO2	Explain the process of creating a business plan, including budgeting, pricing strategies, and understanding legal requirements for a home-based catering business.
CO3	Apply menu design principles to create catering menus that meet customer preferences while adhering to food safety regulations and best practices.
CO4	Analyze and evaluate various marketing strategies and branding techniques to promote a home-based catering business effectively.
CO5	Critically assess and evaluate operational strategies, cost management, and growth opportunities, and provide solutions for scaling a home-based catering business.

**Course Coordinator:** Dr. A. Alan Vijay

Semester	Course Code	Course Category	Total Hours	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	25UHMVAC2	Value Added Course - II	30	-	-	100	100
Course Title		FOOD TRUCK BUSINESS MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to the Food Truck Industry</b> History of Food Trucks: Origin and evolution - Global examples of successful food trucks. Global Trends in Food Trucks: The rise of food trucks in different regions. Popular food truck models. Market Demand and Target Audience: Identifying the target market - Consumer preferences and trends in street food. Benefits and Challenges of a Food Truck Business. Successful Brands of India – Bombay Food Truck and The Lalit Food Truck Company.	6
II	<b>Planning and Setting Up a Food Truck Business</b> Legal Requirements and Licensing: Business registration, health permits, and food safety standards. Local regulations regarding parking, operation permits, and zoning. Selecting the Right Food Truck and Equipment - Essential kitchen equipment and layout design. Financial Planning and Budgeting. Securing Funding for Food Truck Business: Sources of funding: Loans, investors, crowdfunding, and self-financing.	6
III	<b>Menu Development and Food Safety</b> Developing a Menu for Food Truck: Identifying food trends and niche offerings - Menu design: Pricing, ingredient sourcing, portion control, and sustainability - Seasonal and local ingredient utilization. Food Safety Standards for Food Trucks: FSSAI - Health and safety regulations for mobile kitchens. Inventory Management and Cost Control: Managing stock and minimizing waste. Sourcing local ingredients and cost-effective suppliers.	6
IV	<b>Marketing and Branding the Food Truck</b> Branding and Positioning: Create brand identity - Define niche and USP. Marketing Strategies: Social media, event marketing, and local partnerships. Word-of-mouth and customer loyalty programs. Leveraging Technology: Use food truck locator apps and delivery platforms. Implement online ordering and feedback systems. Building Customer Relationships: Engage via social media and events - Manage customer expectations and ensure repeat business.	6
V	<b>Operations and Scaling Up the Food Truck Business</b> Daily Operations: Manage schedule - Optimize workflow and food service in a small space. Staffing and Training: Hire and train staff (cooks, servers). Define roles, customer service, and handling busy hours. Scaling the Business: Expand fleet, launch a second truck, and explore partnerships or franchising. Transition to a restaurant and maintain quality. Challenges and Growth Solutions: Manage cash flow, logistics, and route planning for multiple trucks.	6

#### Books for Reference:

1. Gagne, M., & Szwej, D. (2019). Starting a food truck business: How to plan, start, and grow your food truck business. CreateSpace Independent Publishing Platform.
2. Mauer, E. (2018). Food truck business guide: The ultimate step-by-step guide to starting, running, and growing your food truck business. CreateSpace Independent Publishing Platform.
3. Peters, J. (2020). The food truck handbook: Start, grow, and succeed in the mobile food business. Entrepreneur Press.
4. Swanson, B. A. (2018). Mobile food business: From food trucks to food carts, how to start, finance, and grow a successful food service business. Wiley.

#### Web Resource(s):

1. <https://www.foodtrucknation.com/>
2. <https://www.nationalfoodtruckassociation.com/>

<b>Course Outcomes:</b>	
<b>Upon successful completion of this course, the student will be able to:</b>	
<b>CO No.</b>	<b>CO Statement</b>
CO1	Identify key aspects of the food truck industry, including history, trends, models, and business challenges.
CO2	Describe the legal, financial, and equipment requirements for setting up a food truck business.
CO3	Develop a menu based on trends, ensuring food safety, inventory management, and cost control.
CO4	Analyze marketing, branding, and technology strategies to enhance customer relationships and sales.
CO5	Evaluate operations and staffing, and assess scaling opportunities like fleet expansion and franchising.

**Course Coordinator:** Mr. S. Samuel Anand Kumar