

DEPARTMENT OF HOTEL MANAGEMENT AND
CATERING SCIENCE
VALUE ADDED COURSE
VEGETABLES & FRUITS CARVING TECHNIQUES PRACTICAL

Hours: 30

Course Outcome:

After completion of this course, students will be able

CO.1. To make different types of fruit and vegetable carving

CO.2. To produce decorative display sculptures by using skill acquired through this course.

CO.3. To become an entrepreneur in the field of fruits and vegetable carving.

CO.4. To understand the basic techniques of fruit and vegetables carving

CO.5. To handle the methods of preparing large sculptures used in edible displays

Unit – I Basics of Vegetable and Fruit Carving 6 hrs

1.1 Carving equipments and tools

1.2 Tomato Roses and Flowers – 6 designs, 3 constructed of the skins and 3 using the whole tomato

1.3 Leaf garnishes (cucumber or carrot) – 8 different types of leaves

1.4 Flowers using chillies & bell peppers – 4 different types of flowers

1.5 Carrot Flowers – 4 different types of flowers

1.6 Onion Flowers – 2 different types of flowers

Unit – II Methods of Handling Carving Knives and Tools 6 hrs

2.1 Rim & mock tail garnishes with radishes and carrots – 6 different types of designs

2.2 Cutting technique – 2 flower designs teach proper cuts and angles for more complex floral carvings

2.3 Emphasis on mastery of the proper angles and knife techniques and handling for control while carving, using pumpkin/squash pieces

Unit – III Vegetable and Fruit Carving Designs 6 hrs

3.1 Serving Vessels, bowls and plates using carrot, gourd, pumpkin and papaya — 4 designs of a sea shell, lotus petal, bowl, and serving plate

3.2 Watermelon Centrepiece

3.3 Animal Designs carved from carrot — a duck and songbird

Unit-IV Floral Carvings 6 hrs

4.1 Proper preparation of squash for floral carving.

4.2 Flowers using squash

4.3 Melon centrepieces with a variety of flowers that incorporate a range of techniques for curves, zigzag patterns and complex angles.

4.4 Display centrepieces carved from honeydew melons with flower, bird, and fish forms

Unit-V Large Sculptures in Carving 6 hrs

5.1 Watermelon Serving Bowl and Basket. Melons are used to create a serving bowl decorated with flowers, and a basket with handle and interior carvings of roses.

5.2 Geometric Floral Designs from large carrots.

5.3 Radish Flowers carved from large radish.

5.4 Elegant Flowers from beet root – orchid and chaba flower

Books for Reference:

1. John Jacob and Meera Jacob, Fruit & Vegetable Carving, Buccaneer Books, First Edition, 1983.
2. Stephen Yan, Creative Carving, Yan's Variety Company Ltd, Third Edition, 1989.
3. Hiroshi Nagashima, The Decorative Art of Japanese Food Carving: Elegant Garnishes for All Occasions, Kodansha International, 1st Edition, 2012.
4. Angkana Neumayer, Table Decoration with Fruits and Vegetables, Schiffer Publishing, 2nd Edition, 2010.

VALUE ADDED COURSE
ENTREPRENEURSHIP ESSENTIALS IN HOSPITALITY
AND TOURISM INDUSTRY

Hours: 30

Course Outcome:

After completion of this course, students will be able

CO.1. To understand the basic essentials of entrepreneurship of hospitality Industry

CO.2. To avail the possibilities of operating an own hospitality outlet

CO.3. To develop a business model and manage the business in hospitality and tourism.

CO.4. To understand the basic principles of entrepreneurship

CO.5. To identify the opportunities in hospitality entrepreneurship

Unit-I Introduction to Entrepreneurship **6 hrs**

1.1 Definition - Innovation and entrepreneurship in hospitality - Contributions of entrepreneurs to the society – Opportunities perspective

1.2 Corporate entrepreneurship in hospitality and tourism industry

1.3 Qualities needed for an entrepreneur in hospitality industry

1.4 Procedures to be followed in starting a new venture

1.5 Risks of Entrepreneurship and mitigation of risks

Unit-II Hospitality and Tourism Market **6 hrs**

2.1 Opportunity identification of tourism industry - Factors determining competitive advantage

2.2 Market segment - Market structure - Tourism marketing

2.3 Marketing research.

2.4 Hospitality Industry and Competitor Analysis – Demand and supply analysis

2.5 Growth potentials of Tourism and Hospitality industry

Unit-III Developing a Business Model **6 hrs**

3.1 Value proposition in hospitality industry

3.2 Business Model Canvas in hospitality industry

3.3 Developing an Effective Business Model in hospitality and tourism industry

3.4 Legal forms of business in hospitality and tourism industry.

Unit-IV Project Development in Business **6 hrs**

4.1 Lean product development in hospitality and Lean entrepreneurship in tourism

4.2 Lean manufacturing in hospitality and Go-to-market strategy

4.3 Writing a business plan in hospitality industry.

4.4 Writing a business plan and Pitching in tourism industry.

Unit-V Managing a Hospitality and Tourism Business **6 hrs**

5.1 Design Thinking, Design-Driven Innovation, TIPS (Theory of Inventive Problem Solving),

5.2 Zero-based design, Systems thinking

5.3 Balance team and its importance - Recruiting employees – Points to be considered in recruitment

5.4 Preparing financial statements - Analysis of opportunities based on financials - Breakeven & margin of safety analysis

5.5 Legal aspects of business (IPR, GST, Labor law)

Reference:

1. Bhide, A. The Origin and Evolution of New Businesses, Oxford University Press, 2003.
2. Birley, S., and D. Muzyka, eds., Mastering Entrepreneurship, Pitman, 2000.
3. Drucker, P. Innovation and Entrepreneurship, Butterworth-Heinemann, 2nd edition, 2010.