# DEVA MATHA COLLEGE, KURAVILANGAD

Affiliated to Mahatma Gandhi University, Kottayam



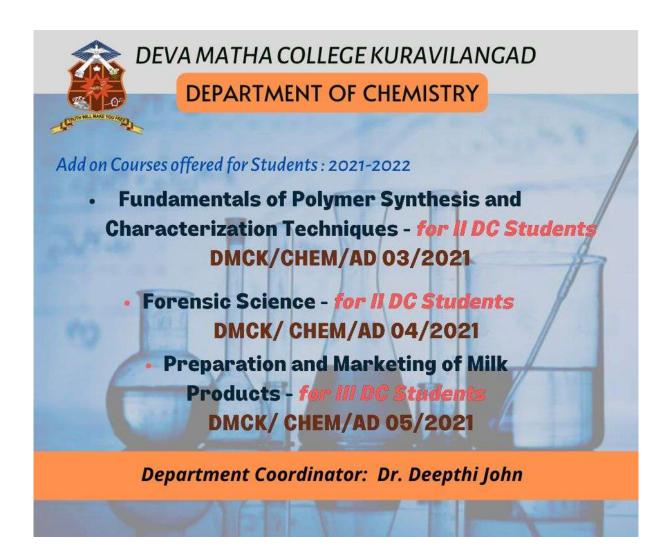
# Syllabus

### **ADD-ON COURSE**

In

### **PREPARATION AND MARKETING OF MILK PRODUCTS**

Academic Year: 2021-22



Title: PREPARATION AND MARKETING OF MILK PRODUCTS Instructional Hours: 30 Duration: 6 months Mode of Instruction: Classroom teaching Intake Capacity: 50 Eligibility: UG/PG students

#### PREPARATION AND MARKETING OF MILK PRODUCTS

#### **Course Duration: 30 Hours.**

#### **Course Objectives**

- Students will acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities for self-employment
- Students will develop the ability of analysing various aspects of entrepreneurship especially defining competencies, resource allocation, and finally, to contribute to their entrepreneurial and managerial potentials.
- Students will be able to make various dairy products

#### **Pre-requisites to training**

Inclination for taking up Milk products, diary based fancy sweets making as a selfemployment occupation.6

#### Training outcomes

At the end of the training, the candidates will be able to

1. Appreciate the importance of embarking on self-employment and has developed the confidence and personal skills for the same.

2. Identify business opportunities in chosen sector / sub-sector and plan and marketand sell products / services.

3. Start a small business enterprise by liaising with different stake holders.

4. Effectively manage small business enterprise.

5. Understand the various materials and other items required for making various dairy products.

6. Develop finished products such as milk peda, milk chocolates, milk based puddings, pastries etc.

#### **Professional /Technical Skills**

- 1. Able to make homemade chocolates and fancy sweets
- 2. Able to make value added dairy products

#### Module 1

#### **Entrepreneurship ability among students**

Self-employment. Pre-requisites of the skill development, time management, entrepreneurial ability. Market study. Defining Competencies – Combination of knowledge, skill, motive andtrait. Resource allocation. Coordination, work study balance, core competency.

#### Module 2

Preparation of milk peda, sweet chocolates	(8 Hrs)
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Practical session demonstration cum training

#### Module 3

#### Preparation of milk based pudding, pastries (10 Hrs)

Practical session demonstration cum training

#### **Course outcomes**

At the end of the training, the candidates will be able to

1. Appreciate the importance of embarking on self-employment and has developed the confidence and personal skills for the same.

2. Identify business opportunities in chosen sector / sub-sector and plan and marketand sell products / services.

- 3. Start a small business enterprise by liaising with different stake holders.
- 4. Effectively manage small business enterprise.

5. Understand the various materials and other items required for making various dairy products.

6. Develop finished products such as milk peda, milk chocolates, milk based puddings, pastries etc.

Assessment Procedure: The add on course shall carry 60 marks with 50% Continuous Assessment (equal weightage to Assignment, practical and viva voce) and 50% written examination of 1 hour duration.

### Grading

The percentage of marks obtained by a candidate in a course will be indicated in a letter grade. Evaluation of the performance of the student will be rated as shown in the Table.

Letter Grade	Marks %
A	90 and above
В	80-89
С	70-79
D	60-69
E	50-59
RA(Reappearance)	< 50
W	Withdrawn from the examination



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