



CVM
UNIVERSITY

Aegis: Charutar Vidya Mandal (Estd.1945)

FACULTY OF ENGINEERING & TECHNOLOGY

Effective from Academic Batch: 2022-23

Programme: Master of Technology (Food Technology)
Semester: 3
Course Code: 202380303
Course Title: Food Entrepreneurship & Business Management
Course Group: Program Elective V

Course Objectives:

To impart the knowledge International and National Food Business Management, Human Resources & Organizational Development and to be able to manage enterprise effectively by applying theory to practice

Teaching & Examination Scheme:

Contact hours per week			Course Credits	Examination Marks (Maximum / Passing)				
Lecture	Tutorial	Practical		Theory		J/V/P*		Total
				Internal	External	Internal	External	
3	0	2	4	50/20	50/20	25/10	25/10	150/60

* J: Jury; V: Viva; P: Practical

Detailed Syllabus:

Sr.	Contents	Hours
1	Introduction to Entrepreneurship: Types of entrepreneur, Role of entrepreneur, Characteristics of entrepreneur, Strategies for new venture, Importance of innovation and creativity in entrepreneurship, Advantages and disadvantages of franchisor/franchisee	04
2	Support Agencies for Food Processing Industries: Entrepreneurship Opportunities and constraints of Food Processing in India, Financing Stages; Sources of Finance; Criteria for evaluating new- venture proposals, Agencies for supporting Food Processing industries	05



CVM
UNIVERSITY

Aegis: Charutar Vidya Mandal (Estd.1945)

3	Human Resource Management: Concept, Scope and Importance; Competencies of HR Manager: Employer branding and Competency mapping; Workforce diversity, Empowerment; Managing ethical issues, Recruitment, Selection, Training, and Development, Basic selection model; Psychological tests for selection; Interviewing, Performance Appraisal, Approaches to employee development, leadership development	06
4	Food Operations Management: Objectives of operations management, Components of operations management, Capacity Planning, Productivity, Quality maintenance, Problem solving tools, Breakeven point analysis, Inventory Management	06
5	Budgeting and Budgetary Control: Basic concepts of budgeting; Preparation of Functional Budgets, Master Budget and Flexible Budgets.	05
6	Marketing Concepts and Principles: Nature, scope and importance of Marketing; Core marketing concepts, Consumer vs. business buying behaviour, Product and Pricing Decision, Product life cycle – concept and marketing strategies for different life cycle stages	05
7	Introduction to Cost Accounting: Objectives and importance of Cost Accounting, Cost concepts, Classification of Cost including Cost for Managerial Decision making; Elements of Cost; Cost Control and Cost Reduction.	05

List of Practicals / Tutorials:

1	Calculations on productivity, Capacity Planning & utilization
2	To calculate depreciation for plant machinery
3	To conduct Breakeven point (BEP) analysis for selected food industries
4	To perform ABC Analysis for inventory stock categorization
5	To perform VED Analysis for inventory stock categorization
6	To prepare production budget of a selected food industry
7	To prepare cash budget indicating cash requirements month to month
8	To study food product marketing strategies
9	To study the current Government policies and schemes for food industry start up
10	To prepare a food industry project report for financial assistance

Reference Books:

1	Kumar, Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India.
2	Hishrich., Peters, Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin.
3	Roy, Rajeev, Entrepreneurship, Publsiher Oxford University Press
4	Werner J. M., DeSimone, R.L., Human resource development, South Western



CVM
UNIVERSITY

Aegis: Charutar Vidya Mandal (Estd.1945)

5	Kotler, Philip; Armstrong, Gary; Agnihotri, Prafulla Y. and EhsanUlHaque, Principles of Marketing: A South Asian Perspective Publisher Pearson
6	Management in Engineering: Principles and Practice by Gail Freeman-Bell and James Balkwill Publisher Prentice-Hall

Supplementary learning Material:

1	Case studies on successful entrepreneurs
2	Ministry of skill development and entrepreneurship www.msde.gov.in
3	Case study on successful startups : Published and web resources
4	https://onlinecourses.nptel.ac.in/noc21_mg70/preview

Pedagogy:

- Direct classroom teaching
- Audio Visual presentations/demonstrations
- Assignments/Quiz
- Continuous assessment
- Interactive methods
- Industrial/ Field visits
- Course Projects

Internal Evaluation:

The internal evaluation comprised of written exam (40% weightage) along with combination of various components such as Certification courses, Assignments, Mini Project, Simulation, Model making, Case study, Group activity, Seminar, Poster Presentation, Unit test, Quiz, Class Participation, Attendance, Achievements etc. where individual component weightage should not exceed 20%.

Suggested Specification table with Marks (Theory) (Revised Bloom's Taxonomy):

Distribution of Theory Marks						R: Remembering; U: Understanding; A: Application, N: Analyze; E: Evaluate; C: Create
R	U	A	N	E	C	
15%	30%	20%	15%	15%	5%	

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



CVM
UNIVERSITY

Aegis: Charutar Vidya Mandal (Estd.1945)

Course Outcomes (CO):

S. No.	Course Outcome Statements	%weightage
CO-1	To provide necessary input for entrepreneurial effort and planning the start of new venture to enable them to investigate, understand and internalize the process of setting up a food business	20%
CO-2	To develop an understanding of the processes of management related with the basic functions and management challenges	20%
CO-3	To familiarize the students about the different aspects of managing people in the organizations from the stage of acquisition to development and retention	20%
CO-4	To acquaint students with Concepts of Financial, Cost and Management Accounting and their application in managerial decision making.	20%
CO-5	To familiarize with fundamentals of marketing concepts, principles and practices.	20 %

Curriculum Revision:	
Version:	2.0
Drafted on (Month-Year):	June-2022
Last Reviewed on (Month-Year):	-
Next Review on (Month-Year):	June-2025