

Food Science & Nutrition

Semester-IV

Course Type: Foundation; Course Code: BHM-341	
Credit Hours:3	Lecture Hours:48
Full Marks:100	Pass Marks:40
University Assessment (Theory):60%	Internal Assessment:40%

Course Objectives:

This course is designed to impart fundamental knowledge of food chemistry, its components, and their roles in the human body. It emphasizes both the beneficial and harmful aspects of food, providing insights into food adulteration, hygiene, preservation, and safety. It also highlights the importance of nutrition in hospitality and the legal frameworks that regulate food safety.

Course Contents

- Unit 1: Introduction to Food Science and Nutrition** (2 LH)
- Definition and significance of food science and nutrition
 - Essential components of food and their relevance
 - Scope and importance in the hospitality industry
- Unit 2: Food and Nutrients** (7 LH)
- Sources and functions of foods
 - Classification of foods and nutrients
 - Food habits and influencing factors
- Unit 3: Food Preservation and Spoilage** (9 LH)
- Microorganisms and their role in food
 - Types of microorganisms: beneficial vs harmful
 - Types and causes of food spoilage
 - Methods of food preservation
 - Microbial control and prevention
- Unit 4: Food Contamination and Adulteration** (10 LH)
- Causes and sources of food contamination
 - Prevention of food from contamination
 - Food adulteration and its health effects
 - Food poisoning: microbial and non-microbial
 - Prevention and control measures
 - Case study: food poisoning outbreak
- Unit 5: Food Additives** (6 LH)
- Definition and classification of food additives
 - Health impacts of additives
 - Criteria for safe usage
 - Case study: use of colorants and preservatives in food

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Unit 6: Food Hygiene, Balanced Diet, and Malnutrition

(9 LH)

- Principles of food hygiene and sanitation
- Kitchen and personal hygiene practices
- Balanced diet and malnutrition
- Energy value and nutrition calculation of recipes
- Case study: hygiene practices in food service operations

Unit 7: Food Laws and Regulations in Hospitality

(5 LH)

- Overview of Nepal's Food Law
- Introduction to international food standards (CODEX)
- Food safety certifications: GMP, ISO, HACCP

Suggestive Readings

- Mudambi, S. R., & Rajagopal, M. V. (2011). *Fundamentals of Food, Nutrition and Diet Therapy*. New Age International Publishers.
- Potter, Norman. (2007). *Food Science*. CBS Publishers and Distributors.
- Swaminathan, M. (2001). *Essentials of Food and Nutrition*. Bangalore Printing and Publishing Co. Ltd.
- Roday, S. (2011). *Food Science and Nutrition*. Oxford University Press.
- Gibney, M. J., Lanham-New, S. A., Cassidy, A., & Vorster, H. H. (2009). *Introduction to Human Nutrition*. Wiley-Blackwell.
- Krause, M. V., & Mahan, L. K. (2017). *Food, Nutrition and Diet Therapy*. Saunders Elsevier.
- Sanford, Marlin G. (2014). *Fast Foods: Consumption Patterns, Role of Globalization and Health Effects*. Nova Science Publishers.
- Food Act 2023. Available at: www.lawcommission.gov.np
- Food Composition Table for Nepal 2012. Department of Food Technology and Quality Control, National Nutrition Program, Kathmandu.
- General Requirements (Food Hygiene), Second Edition (2001). Available at: www.codexalimentarius.org

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**Hospitality Human Resources Management
Semester-IV**

Course Type: Core (Technical); Course Code: BHM-342	
Credit Hours:3	Lecture Hours:48
Full Marks:100	Pass Marks:40
University Assessment (Theory):60%	Internal Assesment:40%

Course Objectives:

This course aims to provide students with a comprehensive understanding of managing Human Resources within the hospitality industry. After completion of this course, students will understand the principles and significance of Human Resource Management (HRM), explore employee training, development, and career advancement in the hospitality industry, analyze strategies for performance improvement and organizational growth, manage organization and employee relationship, organization and society relationship for the betterment of the industry through HRM.

Course Content

Unit 1: Introduction to Human Resource Management (4 LH)

- Concept & Importance of HRM in Hospitality
- HRD vs. HRM – Key Differences & Relationship
- Role of HRD in Organizational Success in the hospitality industry

Unit 2: Acquisition, Development & Career Growth Planning (8 LH)

- HR Planning
- Definition and Sources of Recruitment
- Process, Importance and Techniques of HR Selection.
- Employee Development & Career Planning in Hospitality
- Succession Planning & Leadership Development in Hotels
- Competency-Based HRD in Hospitality

Unit 3: Learning & Development in Hospitality (6 LH)

- Conception of continuous learning in Hospitality Industry
- Learning Needs Assessment in hotels
- Designing Effective Training Programs for Hospitality Employees
- Induction, On-the-Job training, Off-the-Job training, Cross-training, Re-training,
- Training effectiveness evaluation
- Job Design & Work Environment in Hospitality Industry

Unit 4: Learning & Development Technologies (6 LH)

- LMS, E-Learning & Digital Training in Hotels
- Use of Virtual Reality (VR) & Gamification in Hospitality Training
- Role of Artificial Intelligence & HR Analytics in HRD

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Unit 5: Performance Management & Employee Engagement (6 LH)

- Performance Appraisal & Feedback Systems in Hotels,
- Methods, Advantages and Barriers of Performance Appraisal
- Employee Motivation & Engagement Strategies, Qualities of Effective Reward Management
- Enhancing Employee Productivity & Retention

Unit 6: Challenges in Hospitality Human Resources Management (6 LH)

- Addressing High Employee Turnover through HRD Initiatives
- Managing Work-Life Balance & Employee Well-being in Hotels
- Crisis Management & HRD Strategies in Hospitality

Unit 7: Ethical & Legal aspects in HRM (7 LH)

- Ethical Considerations in Hospitality HRM
- Concept of Labor Relation, Conditions for Good Labor Relation, Causes and Effect of Poor Labor Relation
- Types and Need of Trade Union in Hospitality Industry
- Collective Bargaining, Methods of Dispute Settlement, Role of Trade Union in Context of Hospitality Industry of Nepal

Unit 8: Corporate Social Responsibility (CSR) & HRM (5 LH)

- Relationship between CSR & HRM
- Sustainability & CSR in Employee Development
- CSR driven HR Practices: fair recruitment, fair labor, employee well-being, managing diversity, etc

Suggestive Readings

- Wilson, John P. (2005). *Human Resource Development: A Practical Approach*. Kogan Page.
- Grievs, Jim (2003). *Strategic Human Resource Development*. SAGE Publications.
- Sommerville, Kerry L. (2007). *Hospitality Employee Management and Supervision: Concepts and Practical Applications*. Wiley.
- Woods, Robert H., Johanson, Mary, & Sciarini, Michael P. (2012). *Managing Hospitality Human Resources* (4th ed.). AHLEI - American Hotel & Lodging Educational Institute.
- Lucas, Rosemary (2004). *Human Resource Development in Hospitality & Tourism: A Critical Approach*. Routledge.

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**Organizational Behaviour
Semester-IV**

Course Type: Foundation; Course Code: BHM-343	
Credit Hours:3	Lecture Hours:48
Full Marks:100	Pass Marks:40
University Assessment (Theory):60%	Internal Assessment:40%

Course Objectives:

This course provides students with an understanding of Organizational Behaviour (OB) principles and their application in the hospitality and hotel industry. The course explores human behavior in organizations, emphasizing teamwork, leadership, motivation, decision-making, organizational culture, and change management.

Course Content:

- Unit 1: Introduction to Organizational Behaviour (6 LH)**
- Definition and Importance of OB in Hospitality
 - Evolution of OB: Classical, Human Relations & Modern Approaches
 - Key Elements of OB: Individuals, Groups, Structure & Processes
 - Challenges and Opportunities of OB in Hotels and Tourism
- Unit 2: Understanding Individual Behaviour (8 LH)**
- Personality and Individual Differences applicable in the hospitality industry
 - Attitudes and Job Satisfaction in the hospitality Industry
 - Perception and Decision-Making in workplace
 - Emotional Intelligence and Employee Behavior
- Unit 3: Motivation (6 LH)**
- Concepts, importance and Theories of Motivation (Maslow, Herzberg, Expectancy, McClelland, Equity, Goal Setting, etc.)
 - Application of Motivation in the hospitality industry
- Unit 4: Group and Team Dynamics in Hospitality (6 LH)**
- Understanding Group Behavior
 - Team Development and Effectiveness in Hospitality Operations
 - Workplace Conflicts and Resolution Strategies
 - Communication and Interpersonal Skills in Teams
- Unit 5: Leadership and Organizational Culture in Hospitality (8 LH)**
- Leadership Theories and Styles in Hospitality
 - Role of Leadership in Guest Satisfaction and Service Quality
 - Organizational Culture in Hospitality & its Impact on Performance
 - Ethical Leadership and Corporate Social Responsibility in Hospitality

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Unit 6: Organizational Change and Development in Hospitality

(6 LH)

- Understanding Organizational Change
- Resistance to Change and Overcoming Barriers
- Strategies for Managing Change in the Hospitality Sector
- Innovation and Creativity in Hospitality Businesses

Unit 7: Stress Management and Employee Well-being

(4 LH)

- Workplace Stress in Hospitality industry and Its Causes
- Strategies for Managing Stress
- Work-Life Balance in the Hospitality Industry
- Mental Health and Employee Well-being

Suggestive Readings

- Robbins, S. P., & Judge, T. A. (2019). *Organizational Behavior*. Pearson.
- McShane, S., & Glinow, M. A. V. (2021). *Organizational Behavior: Emerging Knowledge, Global Reality*. McGraw-Hill.
- Jones, Gareth R., & George, Jennifer M. (2020). *Contemporary Management: Organizational Behaviour in Action*. McGraw-Hill.
- Mullins, L. J. (2016). *Management & Organisational Behaviour*. Pearson.
- Hersey, P., Blanchard, K. H., & Johnson, D. E. (2012). *Management of Organizational Behavior: Leading Human Resources*. Pearson.

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Fast Food Chain Management

Semester-IV

Course Type: Core(Technical); Course Code: BHM-344	
Credit Hours:3	Lecture Hours:48
Full Marks:100	Pass Marks:40
University Assessment (Theory):60%	Internal Assesments:40%

Course Objectives

This course aims to provide students with a comprehensive understanding of managing fast food chains within the hospitality industry. After completion of this course, students will understand the operational framework of a fast food chain, learn key principles of food service management within fast food operations and develop skills in marketing, branding, and managing a fast food business.

Course Content

Unit 1: Introduction to Fast Food Chain Management

(6 LH)

- Overview of the fast food industry
- Development of fast food chains
- National and International Fast food trends
- Types of fast food chains
Franchise, Company-Owned, Hybrid Models
- Economic significance of fast food chains
- Challenges and opportunities in the fast food sector

Unit 2: Operational Management of Fast Food Chains

(6 LH)

- Operational processes and workflow
- Product consistency and quality management
- Standard Operating Procedures (SOPs) in fast food chains
- Kitchen and service area layout and design
- Technology and automation in fast food operations
- Health and safety regulations in fast food chains

Unit 3: Marketing and Branding of Fast Food Chains

(7 LH)

- Marketing strategies for fast food chains
- Brand positioning for Fast Food Chains
- Promotions and advertising techniques
- Social media marketing in the fast food industry
- Creating customer loyalty programs
- Menu design and pricing strategies
- Sustainability and ethical marketing in the fast food industry

Unit 4: Supply Chain and Inventory Management

(6 LH)

- Introduction to supply chain management in fast food operations
- Introduction to inventory management in fast food operations
- Inventory control and stock management
- Vendor and supplier management
- Logistics and distribution systems

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- Managing perishable goods in fast food chains
 - Cost control and waste reduction strategies

Unit 5: Human Resource Management in Fast Food Chains

(5 LH)

- Staffing requirements and recruitment strategies
- Training and development programs for fast food employees
- Employee motivation and retention strategies
- Workforce management in high-turnover environments
- Leadership and team management in fast food chains
- Health, safety, and welfare standards for employees
- Legal issues in employment

Unit 6: Customer Service Excellence in Fast Food Chains

(6 LH)

- Principles of customer service
- Managing customer expectations and satisfaction
- Handling customer complaints and feedback
- Creating a positive dining experience
- Staff communication skills for customer service
- Implementing service standards and monitoring performance
- Understanding cultural diversity and customer preferences

Unit 7: Financial Management and Cost Control

(6 LH)

- Cost structure of fast food chains
- Pricing strategies and margin management
- Revenue generation and cost control techniques
- Financial forecasting and budgeting
- Profitability analysis and break-even calculations

Unit 8: International and National Perspectives on Fast Food Chains

(6 LH)

- Scalability, National & Global expansion and franchising models
- Adapting fast food models to local markets
- Legal and regulatory challenges
- Case studies:
 - International: McDonald's, KFC, Subway, etc
 - Nepal: Himalayan Java, The Burger House and Crunchy Fried Chicken, Syanko Katti Roll, etc
- The future of fast food: Probable Trends and innovations

Suggestive Readings

- Schlosser, Eric, (2001), Fast Food Nation- The Dark Side of the All American Meal, Mariner Books Classics.
- Winfield, Robert, (2020), How to Start, Run, and Grow a Quick Service Fast Food Restaurant: Tips and Tricks from an Industry Veteran- Franchise or Non-Franchise, Autumn Leaf Publishers
- Sanford, Marlin G., (2014), Fast Foods: Consumption Patterns, Role of Globalization and Health Effects, Nova Science Publishers (Novinka).
- Croc, Ray, (2016), Grinding It Out-The Making of McDonald's, St. Martin's Paperbacks.
- Cousins, John, Foskett, David, Gillespie, Caillein, (2002) Food and Beverage Management, Longman Pub Groupo.

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**Strategic Business Management in Hospitality Industry
Semester-IV**

Course Type: Foundation; Course Code: BHM-345	
Credit Hours:3	Lecture Hours:48
Full Marks:100	Pass Marks:40
University Assessment (Theory):60%	Internal Assesment:40%

Course Objectives:

This course provides students with insight into strategic management concepts enabling them to analyze the external and internal environments affecting strategic decisions in the hospitality industry. Students will be able to develop competitive strategies for the hospitality business, implement corporate, business and functional strategies in hospitality, and evaluate global and sustainable strategies in the hospitality industry.

Course Contents

- Unit 1: Introduction to Strategic Management in Hospitality (6 LH)**
- Understanding Strategy & Strategic Management
 - Strategic Thinking in Hospitality & Tourism
 - Levels of Strategy in the Hospitality Industry
 - Role of Strategic Management in Sustainable Hospitality Business
- Unit 2: Strategic Environment Analysis (8 LH)**
- External Analysis: PESTEL for Hospitality Industry
 - Competitive Analysis: Porter's Five Forces in Hotels & Restaurants
 - Internal Analysis: Resource-Based View (RBV) in Hospitality
 - SWOT & Value Chain Analysis in Hotels & Resorts
- Unit 3: Strategic Planning & Competitive Advantage (8 LH)**
- Vision, Mission & Objectives in Hotel Chains & Resorts
 - Business Models in Hospitality: Franchising, Ownership & Management Contracts
 - Generic Strategies: Cost Leadership, Differentiation & Focus in Hotels
 - Innovation & Digital Strategies in Hospitality
- Unit 4: Corporate & Business-Level Strategies in Hospitality (6 LH)**
- Corporate-Level Strategies: Growth, Stability & Retrenchment
 - Mergers, Acquisitions & Strategic Alliances in Hotels
 - Diversification Strategies: Vertical & Horizontal in Hospitality Chains
 - Strategic Leadership & Corporate Governance in Hospitality
- Unit 5: Strategic Implementation in Hospitality Businesses (8 LH)**
- Strategy Execution Challenges in Hotels & Restaurants
 - Organizational Structure & Culture in Hospitality
 - Financial & Budgetary Considerations
 - Performance Measurement: Balanced Scorecard for Hotels

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Unit 6: Strategic Evaluation & Control

(6 LH)

- Understanding evaluation & Control
- Strategy evaluation technique applicable for hospitality industry
- Measuring Performance
- Strategic controls
- Feedback, continuous improvement, strategic audit in hospitality industry

Unit 7: Global & Sustainable Strategies in Hospitality

(6 LH)

- International Strategies for Hotel Chains
- Sustainability & Corporate Social Responsibility (CSR) in Hospitality
- Crisis & Risk Management Strategies in Hospitality
- Future Trends in Strategic Hospitality Management

Suggestive Readings

- Olsen, Michael D., & West, Joseph J. (2011). *Strategic Management in the Hospitality Industry* (3rd ed.). Pearson Education.
- Enz, Cathy A. (2010). *Hospitality Strategic Management: Concepts and Cases* (2nd ed.). Wiley.
- Porter, Michael E. (2004). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press.
- Journal of Hospitality & Tourism Research - Latest scholarly articles related to hospitality strategy and management. Available at: <https://journals.sagepub.com/home/jht>
- Harvard Business Review (HBR) on Hospitality Strategy – Industry-leading articles on hospitality leadership, innovation, and competitive strategy. Available at: <https://hbr.org>
- Case Studies - Strategic management cases from major global hospitality brands including Marriott, Hilton, Airbnb, and Accor. Available through academic databases, Harvard Business School Publishing, or respective brand websites.

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**Food Production- Specialization
Semester-IV**

Course Type: Specialization; Course Code: BHM-346-I	
Credit Hours:3	Lecture Hours:48
Full Marks:100	Pass Marks:40
University Assessment (Theory):30%	Internal Assesments:40%
	Practical: 30%

Course Objectives

This course provides both theoretical and hands-on knowledge in advanced culinary practices, including cold kitchen operations, modern breakfast execution, charcuterie, kitchen equipment management, and human resource functions like training and recruitment. Students will gain the competence to manage culinary operations effectively and simulate real-world practices such as food trial-based recruitment.

Course Content

Unit 1. Modern Garde Manger & Cold Kitchen Techniques

(4 LH)

- Functions and responsibilities of the cold kitchen
- Advanced salad making and presentation
- Cold Soup Preparation
- Buffet setup and show platters
- Use of hydrocolloids and modern garnishing methods

Unit 2. Contemporary Breakfast Operations

(3 LH)

- Types of breakfast: Continental, English, American, Asian
- Trends: Health-conscious, plant-based, global fusion
- Egg preparations: Traditional to modern styles
- Buffet vs. à la carte execution

Unit 3. Sandwiches, Canapés & Small Bites

(3 LH)

- Types and components of sandwiches
- Canapé classification, layering, and garnishing
- Modern presentation of hors d'oeuvres
- High-volume and fine dining applications

Unit 4. Introduction to Charcuterie & Preservation

(3 LH)

- Overview of charcuterie products: pâtés, terrines, sausages, galantines
- Preservation techniques: curing, smoking, fermenting, brining
- HACCP application in meat processing
- Artisanal vs. commercial production

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Unit 5. Equipment Control and Maintenance

(3 LH)

- Inventory systems and cost tracking
- Preventive maintenance and calibration schedules
- Equipment hygiene, sanitation, and SOPs
- Sustainable kitchen equipment usage

Unit 6. Budgeting & Equipment Planning for Modern Kitchens

(3 LH)

- Planning kitchen layout with budget considerations
- Capital vs. operational expenses
- Cost-efficiency and ROI in kitchen investment
- Integration of eco-friendly and energy-efficient tools, techniques, and equipment

Unit 7. Staff Training, Development & Motivation in the Kitchen

(2.5 LH)

- Training modules for different culinary levels
- Motivation theories and their culinary applications
- Performance evaluations and feedback techniques
- Positive kitchen culture development

Unit 8. Recruitment and Selection of Culinary Staff

(2.5 LH)

- Job description and recruitment stages
- Interviewing and selection process
- Food trial as an evaluation tool for skills and creativity
- Legal and professional ethics in culinary hiring

Unit 9. Practical

(24 LH)

- Cold kitchen: salads, dressings, platters
- Sandwich and canapé making workshops
- Different types of Breakfast Preparation for Breakfast Buffet
- Charcuterie products in creating different dishes
- Kitchen layout and equipment setup drills
- Equipment sanitation and handling
- *Simulated Recruitment Activity (Food Trial):*
 - 1 Indian 3 course, 1 Nepali 3 course and 1 Continental 3 course Menu Preparation as a Food Trial
 - Evaluation on technique, hygiene, creativity, time
 - Feedback from instructors and peers

Suggestive Readings

- Wayne Gisslen - 2024; *Professional Cooking* (10th ed.); Wiley
- Lou Sackett, Jaclyn Pestka, Wayne Gisslen - 2022; *Professional Garde Manger: A Comprehensive Guide to Cold Food Preparation* (2nd ed.); Wiley
- Michael Ruhlman & Brian Polcyn - 2023; *Charcuterie: The Craft of Salting, Smoking, and Curing* (2nd ed.); W. W. Norton & Company
- David Foskett, Neil Rippington, Patricia Paskins - 2023; *Practical Cookery for the Level 3 Advanced Technical Diploma in Professional Cookery*; Hodder Education
- Culinary Institute of America (CIA) - 2022; *The Professional Chef* (10th ed.); Wiley
- Jack D. Ninemeier - 2021; *Management of Food and Beverage Operations* (7th ed.); AHLEI
- Elizabeth M. Williams - 2022; *New Orleans: A Food Biography*; Rowman & Littlefield
- Karen Eich Drummond, Lisa M. Brefere - 2021; *Nutrition for Foodservice and Culinary Professionals* (9th ed.); Wiley
- Karen Page - 2023; *The Flavor Bible*; Little, Brown and Company



**Wine & Spirits
Semester-IV**

Course Type: Specialization; Course Code: BHM-346-II	
Credit Hours:3	Lecture Hours:48
Full Marks:100	Pass Marks:40
University Assessment (Theory):30%	Internal Assesments:40%
	Practical: 30%

Course Objectives:

This course provides an in-depth understanding of wine and spirits, focusing on production, styles, regions, tasting techniques, and their pairing with food. It also includes practical sessions on tasting and evaluating wines and spirits, as well as exploring wine and spirits marketing.

Course Content

Unit 1: The Global Wine and Spirits Industry

(3 LH)

- Overview of the Global Wine and Spirits Market
- Key Wine & Spirits Producers and Global Consumption Trends
- International Regulations and Classification Systems
 - Wine: AOC (France), DOC (Italy), DO (Spain), etc.
 - Spirits: Classification of spirits (Whisky, Vodka, Gin, Rum, Brandy, Tequila etc.)

Unit 2: Grape Growing and Wine Production

(3 LH)

- Grapevine Lifecycle and Vine Development
- Climatic Influences
- Soil Types and their Impact on Wine Quality
- Vineyard Practices and Sustainable Viticulture
- Harvesting Techniques and its Effects on Wine Quality

Unit 3: Wine Styles and Factors Affecting Wine Quality

(4 LH)

- Different Wine Styles and Types:
 - Still Wines- Styles & Types
 - Sparkling Wines- Styles and Types
 - Fortified Wines
- Innovative Wines (Orange Wine, Blue Wine, Biodynamic Wine, Organic Wine, etc.)
- Factors Affecting Wine Quality:
 - Climate, Geography, and Soil
 - Grape Variety and its Influence on Wine
 - Winemaking Techniques and Production Process
- Quality vs. Price in Wines
 - Understanding how terroir, vintage, and production methods affect pricing

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Unit 4: Spirits Production, Types, and Styles

(3 LH)

- Distillation Process: Types of stills (Pot still vs. Column still) and its impact on spirit character
- Major Categories of Spirits:
 - Whiskies (Scotch, Bourbon, Rye)
 - Vodka, Rum, Gin
 - Brandy (Cognac, Armagnac, Calvados)
 - Tequila & Mezcal
- Spirits Production: Fermentation, Distillation, Maturation, and Blending

Unit 5: Wine and Food Pairing Principles

(2 LH)

- Basic Principles of Food and Wine Pairing: Complementary vs. Contrasting Pairings
- Factors that Influence Pairing: Structure, Acidity, Sweetness, Tannin, and Body
- Pairing Regional Wines with Local Cuisine
- Pairing Spirits with Food: Understanding the balance between flavors in both

Unit 6: Wine Regions of the World

(4 LH)

- Key Wine Regions and Their Characteristics:
 - France (Bordeaux, Burgundy, Champagne, Rhône, etc.)
 - Italy, Spain, Germany, Portugal
 - New World regions (USA, Australia, New Zealand, Argentina, Chile, etc.)

Unit 7: Wine and Spirits Faults, Tasting Techniques, and Evaluation

(3 LH)

- Common Wine Faults: Cork Taint, Oxidation, Brettanomyces, Volatile Acidity, etc.
- Tasting Techniques: Systematic Approach to Wine and Spirits Tasting
 - Appearance, Nose, Palate, and Conclusion
 - How to Identify Wine Faults
- Professional Wine and Spirit Evaluation:
 - Importance of Analytical Tasting in Wine and Spirits Industry

Unit 8: Marketing of Wine and Spirits

(2 LH)

- Understanding the Global Wine Market
- Marketing Strategies for selling Wine and Spirits in Nepali Restaurants and Bars
- Impact of Legal and Regulatory Frameworks on Wine and Spirits Marketing

Practical

(24 LH)

- Vineyard Visit or video demonstration of vineyard practices
- Tasting of Still Wines: Dry, Off-Dry, and Sweet wines from various regions
- Sparkling Wine Tasting: Champagne, Cava, and Prosecco
- Fortified Wine Tasting: Port, Sherry, Madeira

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- Tasting of different wine styles and evaluating the impact of techniques (oak aging, fermentation style etc.)
- Tasting of Various Spirits:
 - Whisky (Scotch, Bourbon, Rye)
 - Vodka, Rum, Gin, Tequila, Brandy
- Sensory Evaluation: Identifying aromas, flavors, and distillation effects
- Pairing Session: Wine with various dishes (cheese, seafood, meats, desserts)
- Spirits and Food Pairing: Exploring the influence of spirit profiles on food pairing
- Group Activity: Wine and spirits pairing for a specific menu (restaurant-style)
- Regional Wine Tasting: Old World & New World Wines
- Group Activity: Creating a marketing campaign for a wine or spirits brand
- Tasting of regional wines and evaluating the impact of terroir and climate on taste profiles
- Tasting and Identifying Wine Faults: Practical exercises on cork taint, oxidation, etc.

Suggestive Readings

- Jancis Robinson - 2015; *The Oxford Companion to Wine*; Oxford University Press
- David Wondrich - 2021; *The Oxford Companion to Spirits and Cocktails*; Oxford University Press
- Karen MacNeil - 2015; *The Wine Bible*; Workman Publishing
- Hugh Johnson, Jancis Robinson - 2019; *The World Atlas of Wine*; Mitchell Beazley
- Kevin R. R. Lee - 2011; *Spirits of the World*; Fair Winds Press
- Ronald S. Jackson - 2014; *Wine Science: Principles and Applications*; Academic Press
- Stephen Skelton - 2020; *Viticulture: An Introduction to Commercial Grape Growing for Wine Production*; Wiley-Blackwell
- Jamie Goode - 2014; *The Science of Wine: From Vine to Glass*; University of California Press
- Mitchell Beazley - 2017; *Wine: The Essential Guide to the Wines of the World*; Mitchell Beazley
- Dave Broom - 2017; *Whisky: The Manual*; Mitchell Beazley
- Jean-Anthelme Brillat-Savarin - 2017; *The Food & Wine Pairing Bible*; Penguin
- Ron Herbst, Sharon Tyler Herbst - 2007; *Wine and Food Pairing: A Sensory Experience*; Wine Appreciation Guild
- Jon Bonn  - 2017; *The New Wine Rules: A Genuinely Helpful Guide to Everything You Need to Know*; Ten Speed Press
- Paul M. Wagner, Janeen Olsen, Liz Thach - 2017; *Wine Marketing & Sales: Success Strategies for a Saturated Market*; Routledge
- Brian J. O'Riordan - 2009; *The Globalization of Wine*; Routledge
- Michael Schuster - 2010; *The Wine Tasting Handbook*; Sterling Publishing
- John Armitage - 2002; *Wine Faults: Practical Guide*; Oxford University Press
- Andrew C. M. Waugh - 2009; *Spirits Distillation and Their Sensory Evaluation*; Wiley-Blackwell

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