



ST. THOMAS COLLEGE PALAI

UGC Approved College with Potential for Excellence
Reaccredited by NAAC with A Grade (CGPA 3.30)

Syllabus for Vocational Education and Training (VET) Course

Processing and Marketing of Gulab Jamun

Course Code	:	STCVE020
Course Coordinator	:	Jinu T Jose
		Lecturer
		Department of Vocational Education
Maximum intake	:	40
Eligibility	:	<i>Any regular UG or PG student of the College</i>

Objective:

(1) To familiarize the students with Gulab Jamun preparation

Module 1 Introduction:

Milk – Sources and Composition – Physical and Chemical properties of milk constituents - Milk Processing: Pasteurized milk – sterilized milk – Homogenized milk – Toned and Double toned milk – Milk powder

Module 2 Indigenous Dairy Products:

Frozen products – Kulfi & Gulab Jamun – Preparation of Gulab Jamun - Preservatives

Module 3 Marketing Management:

Basic concepts – Industry practices – Pricing – Labelling – Packaging

References *Outlines of Dairy Technology: Sukumar De*
Marketing Management: Philip Kotler

Theory: **30%** & Practical: **70%**