



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

Milk Chocolate Preparation and Marketing

Course Code	:	STCVE017
Course Coordinator	:	Gisha T Mathew
		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 milk chocolate preparation

Module 1 Introduction:

Milk – Definition – Different sources of milk and their composition
– Physical and Chemical properties

Module 2 Milk Processing:

Pasteurized milk – Sterilized milk – Frozen concentrated milk –
Toned and double toned milk

Module 3 Milk Chocolate Preparation and Marketing:

Ingredients – Methods of preparation – Preservatives – Marketing
management – Definition – Basic concepts – Industry practices –
Pricing – Labelling – Packaging

References *Milk and Milk Products: Sukumar De*
Food: Fact and Principles: Shakuntala Manay
Marketing Management: Philip Kotler

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