



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

Manufacturing and Marketing of Paneer Products

Course Code	:	STCVE019
Course Coordinator	:	Minu Abraham
		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 different milk products like Paneer

- Module 1 **Introduction:**
Milk – Definition – 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 **Marketing Management:**
Basic concepts – Industry practices – Pricing – Labelling – Packaging
- Module 3 **Indigenous Dairy Products:**
Coagulated products – Channa & Paneer – Preparation of Paneer and different types of paneer products – Preservatives
- References *Milk and Milk Products: Sukumar De*
Food: Facts & Principles: Shakunthala Manay
Marketing Management: Philip Kotler

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