



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

Rasagula Preparation and Marketing

Course Code	:	STCVE021
Course Coordinator	:	Anju Senan
		Lecturer
		Department of Vocational Education
Maximum intake	:	40
Eligibility	:	Any regular UG or PG student of the College

Objective:

(1) To familiarize the students with different frozen milk products like Rasagula

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 Frozen Dairy Products: Rasagula preparation – Ingredients - Preservatives

Module 3 Marketing Management:

Basic concepts – Industry practices – Pricing – Labelling – Packaging

References *Milk and Milk Products: Sukumar De*
Fodd: Facts & Principles: Shakunthala Manay
Marketing Management: Philip Kotler

Theory: **20%** & Practical: **80%**