24IHMEE03

CERTIFICATE COURSE IN FOOD TRUCK OPERATIONS
COURSE DURATION – 1 SEMESTER

Credits: 4

Course Description:

This CERTIFICATE COURSE IN FOOD TRUCK OPERATIONS is designed to provide students with comprehensive knowledge and practical skills in the operation and management of a food truck business. Participants will learn about food safety, menu planning, marketing, and the legal aspects of running a food truck.

INSTITUTE OF HOTEL & TOURISM MANAGEMENT
Certificate Course in Hospital Food Service and Dietetics

Semester: One Semester Duration

Course Code	24IHMEE03	**Course Credits**	04
Max. Marks	100	**Time of end term examination**	4 Hours

Assessment Criteria

For four credit theory

	Marks Distribution
Written test (2 X 15) Marks distribution	30
MCQs/Quizzes/Group Discussion (2 X 10)	20
Case study/Mini project (1 X 25)	25
Seminar/Presentation (2 X 10)	20
Attendance	05
Total	100

Learning Objectives:

The learners shall be able to develop an understanding about:

1. Operational Competence in Food Truck Management
2. Menu Planning and Food Safety
3. Marketing and Customer Engagement
4. Legal and Financial Aspects of Food Truck Operations

Learning Outcomes:

Upon successful completion of this course the learners will possess

1. Comprehensive Understanding of Food Truck Operations
2. Skills in Menu Planning and Food Safety Practices
3. Effective Marketing Strategies for Food Trucks
4. Knowledge of Legal and Financial Requirements

Unit - I

Unit - I: Introduction to Food Truck Operations

- Overview of the Food Truck Industry: Trends, and Market Analysis
- Food Truck Design and Equipment: Layout, Planning, and Setup
- Staffing and Roles: Grooming Standards, Briefing, De Briefing, Managing Employees – Job Roles
- Food Safety and Sanitation: Best Practices and Standard Operating Procedures (SoP's)

Unit – II

Unit - II: Menu Planning and Food Preparation

- Menu Development: Concept, Types, and Planning
- Sourcing Ingredients: Local and Sustainable Options
- Food Preparation Techniques: Efficiency and Quality Control, SoP's
- Food Presentation and Packaging: Aesthetic and Practical Considerations

Unit – III

Unit - III: Marketing and Customer Engagement

- Branding and Identity: Creating a Unique Food Truck Brand
- Marketing Strategies: Social Media, Events, and Partnerships
- Customer Service: Engagement and Retention
- Seasonal and Location-Based Marketing: Adapting to Changing Conditions

Unit – IV

Unit - IV: Legal and Financial Aspects

- Legal Requirements: Permits, Licenses, and Health Codes
- Financial Planning: Budgeting, Pricing, and Cost Control
- Risk Management: Insurance and Liability
- Daily, Weekly & Monthly Sales & Reports

Suggested Readings:

1. "Running a Food Truck for Dummies" by Richard Myrick
2. "Food Truck Business Guide for Beginners" by Shaun M. Durrant
3. "The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business" by David Weber
4. "Food Safety: Theory and Practice" by Paul L. Knechtges