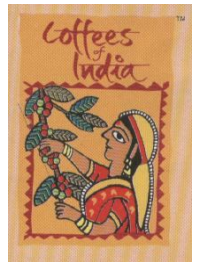




Make a CAREER Out of tasting *Coffee*



Coffee Board invites applications for the Post Graduate Diploma in Coffee Quality Management (PGDCQM 11) for the academic year starting in Oct 2011

Taste coffee. Evaluate it. Define its quality. And become an expert in Coffee Quality Management.

With increasing awareness about food safety and environment in a post-WTO era, the quality of coffee is the key issue, for producers, exporters and consumers alike.

To drive the quality mission forward, the **Coffee Board of India** has instituted a post graduate course to support the requirements of the Indian coffee industry for trained personnel with special aptitudes and skills. Coffee quality evaluation is a well-accepted practice the world over, and **students from previous batches have found satisfying and remunerative assignments in Indian coffee companies.**

The PGDCQM is designed to equip students with the specific knowledge and skills required to function as coffee tasters. Course content includes coffee cultivation practices, coffee marketing, quality evaluation techniques and quality assurance systems, training sessions.

- 12 months course in 3 trimesters conducted in English.
- **Accommodation:** Students to make own arrangements at Bangalore during the second and third trimesters. Free accommodation will be provided during the first trimester at CCRI, Balehonnur, Chikmagalur.
- Admissions open to candidates from open category and those sponsored by coffee industry.
- Selection by committee based on academic record, personal interview and sensory evaluation test.
- **Last day for submitting applications: 30th Sept. 2011**
- **Eligibility:** Science graduate. Preference given to candidates sponsored by export/Curing establishments/ coffee plantations.
- **Procedure:** Application forms and prospectus can be obtained on written request along with a demand draft for Rs.200/- payable to “**Coffee Board General Fund Non Plan Account**” and a self-addressed envelope (9” x 6”) to the address given below. Application forms can also be downloaded from our website or collected personally from Coffee Board, Bangalore. Filled in application form along with the DD should also reach the same address by 30th Sept, 2011.
- Foreign students admitted under open and sponsored categories. Should be well versed in the English language. Their admission is subject to the clearance of Govt. of India.
- Course Fee: Rs. 75,000/-(Seventy Five Thousand only).

**Head (Quality Control Division), Coffee Board, No.1, Dr.B.R.Ambedkar Veedhi, Bangalore-560 001
Phone: 22262868, 22266991, Ext. 403/404 Visit: www.indiacoffee.org for course information**

Application Form

Post Graduate Diploma in Coffee Quality management

- 1 Name:
 - 2 Father's Name:
 - 3 Date Of Birth:
 - 4 Educational Qualification:
 - 5 Percentage marks obtained in
qualifying exam:
 - 6 Nationality:
 - 7 Address for Correspondence:
.....
.....
.....
 - 8 Telephone No:
 - 9 Fax No:
 - 10 E-mail:
 - 11 Are you a sponsored candidate Yes/No
from coffee industry:
 - 12 If yes, specify the sponsoring
organisation (Please enclose
sponsorship letter):
 - 13 Work experience, if any (Please
give details):
 - 14 Details of application fee:
- Mode of payment: Cash / DD
DD. No: Date:
- Drawee Bank:

Mail the Application Form by Regd. Post or Speed Post to:
Head (Quality Control)
Quality Control Division
Coffee Board
No.1, Dr. Ambedkar Veedhi.
Bangalore-560 001, India

Post Graduate Diploma in Coffee Quality Management **2011-12**

Ist Trimester: At CCRI

PGDQ 101: Coffee varieties and Cup profile

PGDQ 102: Coffee Agronomy – Coffee Growing

PGDQ 103: Coffee Chemistry

PGDQ 104: Coffee Pest and Disease

PGDQ 105: Coffee Processing and Quality

IInd Trimester: At Bangalore

PGDQ 201- Principles of Coffee Quality

PGDQ 202- Coffee Chemistry and Roasting Technology

PGDQ 203- Quality Assurance System

PGDQ 204- Soft Skills and Personality Development (By IIPM)

PGDQ 205- Computer Applications for Quality Management (By IIPM)

IIIrd Trimester:

PGDQ 301- Coffee Marketing and trade

PGDQ 302-Espresso and Value Added Coffees

PGDQ 303- Intensive Cupping (Practical)

PGDQ 304- Coffee Chemistry and Brewing Technology

PGDQ 305- Quality management system and Distribution Management (By IIPM)

PGDQ 306- Dissertation

HDQC

Syllabus for I Trimester:

The I Trimester will be organized by the Director of Research at Central Coffee Research Institute, Balehonnur and subjects like Varieties of coffee, Agronomy, Crop Protection, Post Harvest Technology and On-farm/Off-farm processing will be covered by the respective Divisional Heads of CCRI.

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Syllabus for courses of IInd Trimester

PGDQ 201- Principles of Coffee Quality

1. Definition and Parameters of coffee quality-raw, roast and liquor characteristics, Factors influencing intrinsic coffee quality.
2. Physical Evaluation of coffee Quality – Moisture, Colour, bean size, shape, bean defects.
3. Methods used to determine number of imperfections in coffee-Le Harve, Brazilian method etc
4. Blending-Blending Basics, Pre & Post Roast blending
5. Setting up of cup tasting laboratories – requisites
6. Terminology used in tasting coffee-aroma, Fragrance, Desirable characteristics, off-flavors/taste and their description
7. Determination of moisture content in coffee-Hot air method, rapid method
8. Storage of Coffee-Cured and roasted coffee
9. Soluble/Instant coffee processing/preparation, Freeze dried coffee
10. Espresso Coffee – Introduction
11. Definition of specialty and special coffees – origin concept of specialty coffees, need to produce special/specialty coffees.
12. World specialty coffees- Latin America and the Pacific, East Africa and
Arabia, Indonesia and their features.
13. Indian Speciality coffee –Monsooned coffee and its Preparation, Mysore
Nuggets Extra Bold, Robusta Kaapi Royale.
15. Requirements for the production of special/specialty coffees
16. Quality specifications for specialty coffees.
17. Organic coffees, sustainable coffees, fair trade coffees.

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PGDO 202-Coffee chemistry and Roasting Technology:

1. Introduction to Roasting, history, types of Roasting techniques, types of Roasting machines.
2. Drum Roasters: Types, sizes, Technology, Heating, Cooling system, Power requirements, Pollution and Environmental norms, Economics, Ergonomics.
3. Air Roasters: Types, sizes, Technology, Heating, Cooling system, Power requirements, Pollution and Environmental norms, Economics, Ergonomics.
4. Other Roasting Techniques: Tangential Roasters, Barth Roasters, Turbo roasters, Continuous Roasters/Screw Roasters.
5. Roasting Plant Management.
6. I Chemistry of Roasting coffee.
 - a. Green Coffee Composition.
 - b. Roasted Coffee Composition: Water, Mineral content, Carbohydrates, Nitrogenous compounds, Alkaloids, Caffeine, Trizonellins, Niotinic acid, Proteins, Chlorogenic acids, carboxylic acids, Lipids, Coffee, oil, volatile components.
 - c. Determination of Moisture and caffeine.

Coffee chemistry and Grinding Technology:

1. Introduction to Grinding, History, Types of Grinders, grinding techniques, Grinding Standards, Physico-Chemical modifications due to Grinding.

Practical: Based on the above topics

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PGDQ 203-Quality assurance System

1. Grade specifications for trade coffee
2. Standards (BIS /PFA)/ specification for green / roasted / Instant coffees
3. Codex / ISO standards
4. SPS issues – Macro cleanliness / Mycotoxins / Pesticide residues / heavy metals
5. Certification of Estates
6. Licensing /certification of curing works
7. Logo
8. HACCP approach for TQM

III Practicals:

- a. Determination of PFA/BIS/ISO Standards for Coffee and coffee products.
- b. Determination of Ochrotoxin in coffee and coffee products.
- c. Determination of Pesticide residue in Green Coffee.
- d. Calibration of Moisture Meters.
- e. Determination of P^H and Titratable acidic of coffee brews.
- f. Determination of brew solids by Refractometer.
- g. Particle size analysis of Roasted, Ground and Instant Coffees.

PGDQ 204- Soft Skills and Personality Development (By IIPM)

Course Objectives:

- To understand the importance of soft skill for organizational performance.
- To acquaint participants with the nuances of soft skills essential for effective communication.
- To develop overall personality required in formal organizational settings so as to work in a group.

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Course Content

➤ **Module 1: Communication skills**

Formal and informal communication, verbal and non-verbal communication. Language fluency, Personality and communication

➤ **Module 2: Listening Skill**

Listening process, importance, barriers, improving listening

➤ **Module 3: Interpersonal skills**

Interpersonal skill, Assertive skill, Managing emotions, Cross cultural issues, Telephone etiquettes.

➤ **Module 4: Working with Group**

Participating in meeting, Presentation Skills.

References:

Text Books

1. Mc Graith; Basic Managerial Skills for All; PHI; 6th edition.
2. M.Azraf Rizvi; Effective Technical Communication; TMH.
3. Astrid French; Interpersonal Skills, Developing Successful communication; Sterling Publishers.

The pedagogy involves lectures, group discussions, exercises- in class and take home, and tutorials. If required video films on specific topic may be arranged.

PGDO 205- Computer Applications for Quality Management (By IIPM)

Objectives of the course

This course aims at providing a sound theoretical as well as practical basis for understanding the subject, starting from the elementary level to the advanced level. It is solely focused on clear conceptual understanding of fundamental concepts in IT applications in Quality management and to help the students for the practical usage of various IS applications.

Content of Syllabus

Part -1 FUNDAMENTALS OF IT FOR MANAGEMENT

- Introduction to computer systems
- Fundamentals of software technology
- Emerging Technologies of IT industry
- IT : Concepts & Management
- Strategic Information Systems
- QMS & IT
- IT in Managerial support and Decision Making
- Systems Development for QMS
- Managing Information Resources, Control and Security
- QMS packages – Concepts, Applications & Implementation issues

Part - 2 APPLICATION SOFTWARE

- Ms Office packages
- QMS packages

SYLLABUS FOR III TRIMESTER

PAPER 301: Coffee Marketing and Trade

1. World coffee situation- Production, supply stocks consumption - inventories.
2. Profiles of major producing countries – production and marketing systems
3. Major consuming countries and consumption trends
4. Indian Coffee – production, processing, Marketing and Trading. The Commodity Boards in India – Role of Coffee Board and Associations
5. Global Coffee agreements - The International Coffee Agreement - its historical back ground on price regulation- operation of quota mechanism – Association of coffee producing countries – present status of the agreements.
6. Global consumption trend – Characteristics of major consumer markets- USA, Europe, Japan, and others.
7. Terminal Markets – Futures and options trading in coffee.
8. Channels of green coffee marketing – terms of sale, major contractors, PTBF contracts, quality definition, sampling and tasting.
9. Instant(soluble) coffees – production and marketing – current situation.
10. Transport and Handling – Freight. Containerization, bills of lading, Insurance, Customs duties.
11. Coffee trade and quality under WTO agreements – Basics of WTO agreements, Indian Coffee and WTO agreements.
12. Markets for specialty, Organic and Gourmet coffees.
13. Fair trades initiatives.
14. Price determination in the global and Indian Coffee Markets – Physical and future prices, role of fundamental and technical factors in price determination available avenues for price risk management.

Practicals:-

1. Visit to the ICTA auction to get an exposure on the pricing vis-a-vis quality and mechanism of open out – cry auction system.
2. Visit to curing works/Trading centers.

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PAPER 302: Espresso and Value added coffees

Theory

1. Definition, Physical- Chemical characterization, Italian Espresso, Miscela- The Blend, machine dosage, Manual Espresso Mute-Mind of the operator, Manual/Mute the hand of the operator, Components of Espresso machine, Machine operation and maintenance, Grinding, packing and storage of Espresso coffee, Mechanism of Espresso Brewing.
2. Art of texturing the milk and Correct pouring techniques of milk coffee.
3. Physical and commercial coffees, Estate /Geographic/Varietal coffees, Decaffeinated and flavored coffees.

Practical

- a) Machine operation and maintenance, Raw roast quality for Espresso coffee, Roasting of Espresso coffee, Espresso brewing, Extraction of coffee, Preparation
- b) Evaluation of Espresso coffees.
- c) Tasting of Instant Coffees/Geographical/estate coffees/Selection coffees/Commercial coffees/Blends.
- d) Lectures from various topics from experts from the Industry.
- e) Visiting coffee factories/ industries.

PAPER 303 - Intensive Cupping (Practical)

1. Brew preparation and extraction of roasted coffees, chemical properties of coffee extracts – water quality, Specialty coffee roasting.
2. Tasting of different origin coffees.
3. Tasting of all the coffees and coffee related products available in the market.

Physical and chemical properties of green and roasted coffees, Physical and chemical changes in roasted coffees, Specialty coffee roasting, Analysis of coffee for Caffeine, solubility etc.

Comparison of Drum and Air Roasting Technique.

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PAPER 304- Coffee chemistry and Brewing Technology:

1. Brewing Principles, History, Brew Preparation, Factors influencing brew preparation.
2. Types of Brewing methods: Steeping, Filtration, Percolation, Turkish, Ibrick, Napoliton Flip Flop, Moka.
3. Coffee Chemistry: Caffeine- Determination of caffeine, Physiological aspects of Caffeine, Coffee and Health.
4. Proteins, Carbohydrates, Lipids, Chlorogenic acids.
5. Volatile and non-volatile compounds.
6. Coffee flavour: Identification and characterization of flavour constituents.

II Chemistry of Brewing Coffee:

- a. Coffee Aroma
- b. Coffee Acidity
- c. Coffee Bitterness
- d. Coffee Body

Coffee chemistry and Packaging Technology:

Packing Techniques- Air packing, Inert gas packing, vacuum packing, Pressurization.

Practicals : Based on the above topics

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PAPER 305- Quality management system and Distribution Management (By IIPM)

Objectives of the course

This introductory course Quality management system and Distribution Management is designed to help the students to learn the basic concepts and practices of QMS, retailing and CRM as used in a wide variety of situations in domestic, global, small, and large companies.

Content of Syllabus

- Fundamentals of quality management system for coffee sector
- International quality management standards and its application in coffee sector
- Retailing - An Overview - Retail Institutions and Retailers Profile-
Domestic Scenario and International Scenario
- Understanding the Retail Customer and Retail Market Strategy for coffee Sector-Recipe for Success
- Store Location and Site Evaluation
- Retail Organization and Management
- Store Layout, Design, Visual Merchandising and Customer Service for Organized Retailing
- Logistics and supply chain management
- An Overview of Customer Relationship Management
- Fundamental Concepts in Customer Relationship Management
- Customer Loyalty and CRM- Experiential learning from the original coffee retailing Sector
- Integrated CRM Strategies coffee sector in the Millennium

PAPER 306- Dissertation

HDQC
