

Baking & Pastry Arts: From Bread to Business

Master bread-making, plated desserts, and business management for home bakers and aspiring entrepreneurs.

Business Instructor: Alexandra Reed • 5 sections • 49 lessons • 18.50h total

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About this course

Many skilled bakers struggle to turn their passion into a sustainable business because they lack formal training in areas like cost management or marketing. This course bridges that gap by teaching both the art and the commerce of baking. You'll start with fundamental techniques and move through advanced dessert creation, all while learning how to manage a baking operation.

Through step-by-step video guides, real-world case studies, and practical problem-solving sessions, you'll gain hands-on experience. We cover everything from perfecting sourdough bread to designing elegant plated desserts and writing a business plan. The goal is to equip you with skills you can use immediately, whether you're baking at home or planning to open a shop.

Course curriculum

Foundations and Preparation

- **Introduction to Your Baking Journey (12m)**
An overview of what you'll learn in this course, from basic tools to advanced business strategies, setting clear goals for your progress.
- **Essential Tools and Workspace Setup (18m)**
A guide to the must-have equipment for a home or professional kitchen, plus how to organize your space for efficiency and safety.
- **Understanding Key Ingredients (22m)**
Deep dive into flours, yeasts, sugars, and fats. Learn how each ingredient affects texture and flavor, with tips for sourcing quality products.
- **Kitchen Safety and Hygiene Standards (15m)**
Cover food safety protocols, allergen management, and sanitation practices to ensure your baked goods are safe and high-quality.
- **Basic Mixing Methods and Techniques (25m)**
Hands-on lesson on mixing, kneading, and folding. Includes common mistakes and how to achieve consistent doughs and batters.
- **Measuring and Scaling Recipes Accurately (10m)**
Learn to use kitchen scales, convert measurements, and scale recipes up or down without compromising results.
- **Prep Work: Mise en Place for Bakers (8m)**
How to plan and prepare ingredients before baking starts, reducing stress and improving workflow during production.

Core Baking Skills

- **Bread-Making Fundamentals: From Mixing to Baking (32m)**
Step-by-step guide to making basic bread dough, including proofing, shaping, and baking for a perfect loaf every time.
- **Artisan and Sourdough Bread Techniques (28m)**
Explore long fermentation methods and starter maintenance for developing complex flavors in artisan breads.
- **Pastry Doughs: Puff, Shortcrust, and Choux (30m)**
Master the techniques for flaky puff pastry, tender shortcrust, and light choux pastry, with applications in pies and éclairs.
- **Working with Chocolate: Tempering and Basic Molds (25m)**
Learn tempering methods for glossy chocolate and how to create simple molded chocolates and decorations.
- **Creams, Custards, and Mousses (22m)**
Build foundational fillings like pastry cream, crème anglaise, and chocolate mousse, focusing on texture and stability.

- **Pie and Tart Construction (20m)**
Tips for blind baking, filling choices, and achieving a crisp crust. Includes classic recipes like apple pie and lemon tart.
- **Cookie and Biscuit Varieties (18m)**
Technique-driven lesson on drop, rolled, and piped cookies, with troubleshooting for spread and texture issues.
- **Basic Cake Baking and Layering (25m)**
How to bake even cake layers, make simple syrups for moisture, and stack cakes for stability before decorating.
- **Introduction to Laminated Doughs (28m)**
Practice the lamination process for croissants and danishes, focusing on butter incorporation and folding techniques.
- **Gluten-Free and Alternative Baking Basics (20m)**
Adapt recipes using gluten-free flours and other substitutes, with an emphasis on maintaining taste and structure.

Advanced Pastry Techniques

- **Decorative Piping and Fondant Work (35m)**
Hands-on practice with piping borders, flowers, and covering cakes with fondant for professional-looking finishes.
- **Plated Desserts: Composition and Balance (30m)**
Learn to design plated desserts with attention to color, texture, and height, using elements like sauces and garnishes.
- **Flavor Pairing and Balancing Sweetness (22m)**
Explore how to combine ingredients to enhance flavors, reduce cloying sweetness, and create memorable taste experiences.
- **Working with Sugar: Caramel and Isomalt (28m)**
Techniques for making caramel, spun sugar, and isomalt decorations, with safety tips for handling hot sugar.
- **Dessert Sauces, Glazes, and Garnishes (18m)**
Master quick sauces like coulis and ganache, plus glazes for tarts and garnishes that add visual appeal.
- **Seasonal and Themed Dessert Creation (25m)**
How to develop desserts for holidays or events, using seasonal ingredients and creative themes to attract customers.
- **Troubleshooting Common Baking Problems (20m)**
Problem-solving session for issues like sinking cakes, tough cookies, or leaky tarts, with practical fixes.
- **Modern Pastry Innovations and Trends (22m)**
Overview of current trends in pastry arts, such as plant-based options and minimalist designs, to keep your offerings fresh.

Recipe Development and Operations

- **Recipe Development and Standardization (30m)**
How to create, test, and write recipes that are consistent and scalable for home or commercial use.
- **Menu Planning for Bakeries and Restaurants (25m)**
Strategies for building a balanced menu that appeals to customers while managing kitchen workload and costs.
- **Costing and Pricing Your Baked Goods (28m)**
Step-by-step guide to calculating ingredient costs, labor, and overhead to set profitable prices.
- **Sourcing Ingredients and Supplier Relationships (20m)**
Tips for finding reliable suppliers, negotiating terms, and ensuring consistent quality for your key ingredients.
- **Kitchen Layout and Workflow Optimization (22m)**
Design principles for arranging equipment and workstations to minimize movement and speed up production.
- **Health Trends: Vegan, Low-Sugar, and Allergen-Free Options (18m)**
Adapt recipes to meet dietary needs without sacrificing taste, using practical substitutions and techniques.
- **Creating Signature Items for Your Brand (25m)**
How to develop unique products that set your business apart, with case studies from successful bakeries.
- **Food Photography and Presentation for Sales (20m)**
Basic photography tips and styling tricks to make your baked goods look appealing in online listings or menus.
- **Using Customer Feedback to Improve Products (15m)**
Methods for collecting and analyzing feedback to refine recipes and customer experience.
- **Small-Scale Production Techniques for Home Bakers (22m)**
Adapt professional methods for limited kitchen space, focusing on batch baking and time management.

Starting and Growing Your Business

- **Legal Basics: Licenses and Permits for Home Bakeries (18m)**
Overview of regulations, food safety certifications, and permits needed to sell baked goods legally.
- **Writing a Simple Business Plan (25m)**
Guide to outlining your business goals, target market, and financial projections in a concise plan.
- **Marketing Your Baking Business on a Budget (30m)**
Practical marketing strategies using social media, local events, and word-of-mouth to attract customers.
- **Setting Up Online Sales and Delivery (22m)**
How to create an online store, manage orders, and handle shipping or local delivery logistics.
- **Financial Management for Small Bakeries (28m)**
Basics of bookkeeping, cash flow management, and tracking expenses to keep your business financially healthy.

- **Hiring and Training Your First Employees** (20m)
Tips for finding help, creating training manuals, and building a reliable team as you grow.
- **Inventory Management and Reducing Waste** (18m)
Systems for tracking ingredients and baked goods to minimize spoilage and control costs.
- **Customer Service and Building Loyalty** (15m)
Strategies for handling inquiries, complaints, and repeat business to foster long-term relationships.
- **Scaling Up: From Home Kitchen to Commercial Space** (32m)
When and how to transition to a larger operation, including lease considerations and equipment upgrades.
- **Advanced Business Strategies for Bakeries** (25m)
Explore diversification, wholesale partnerships, and seasonal promotions to sustain growth.
- **Case Studies: Successful Baking Business Models** (20m)
Analysis of real-world bakeries, highlighting what worked for them and lessons you can apply.
- **Future Trends in the Baking Industry** (18m)
Insights into evolving consumer preferences and technology that could shape your business decisions.
- **Networking and Professional Development** (15m)
The value of connecting with other bakers, attending workshops, and continuing your education.
- **Final Project: Create Your Launch Plan** (40m)
Bring it all together by drafting a comprehensive launch plan for your baking business, including menu, pricing, and marketing.

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