

Module specification

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Module Code	BUS4B6
Module Title	Introduction to Future Food and Culinary Management
Level	4
Credit value	40
Faculty	Faculty of Social and Life Sciences
HECoS Code	100078
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
FdA/ BA(Hons) Applied Business with Management	Core
FdA/ BA (Hons) Applied Business with Sustainable Food and Drink	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	44 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	44 hrs
Placement / work based learning	0 hrs
Guided independent study	356 hrs
Module duration (total hours)	400 hrs

For office use only	
Initial approval date	30/08/2024
With effect from date	30/08/2024
Date and details of revision	N/A
Version number	01

Module aims

This introductory module provides a universal understanding of the theoretical and practical issues in the food and drink sector, and how future food trends will develop in a sustainable manner.

Attending this module will allow students to become ambassadors for food excellence in this fast moving and exciting industry.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Describe the components that make up the food and drink industry, linking the producers to the processors and consumers.
2	Explain the place of food and drink in the overall development of countries, companies, and people and the relevance to global development.
3	Review what drives the new trends in the food and drink industry, whilst acknowledging ways in which waste can be reduced.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1 – Students will complete a 10 minute individual presentation describing the multiple components that make up the food and drink industry. They will then look at the risks associated with the production and sale of food products.

Assessment 2 – Students will complete a 1500 word written assignment explain the place of food and drink in the development of countries, in a global context. They will then review new trends within the food and drink industry.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Presentation	40%
2	2, 3	Written Assignment	60%



Derogations

None

Learning and Teaching Strategies

This module will be delivered using a combination of face-to-face lectures, group tutorials, and online activities. Discussions relating to real life, contemporary scenario will consolidate learning and encourage the sharing of knowledge and experience.

Weekly online activities will underpin the classroom learning and involve Ted Talks, Podcasts, research, and discussion boards. Work will be a combination of small group work and individual exercises.

Indicative Syllabus Outline

1. Characteristics of an entrepreneurial individual in the food and drink industry
2. Creativity, innovation, and idea generation
3. Opportunity exploration and assessment
4. Scope of the food industry
5. Entrepreneurial risk.
6. Decision making – rational versus intuitive.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Davies, B., Lockwood, A., Alcott, P., Ioannis, S. and Pantelidis, S. (2018), *Food and Beverage management*. London: Routledge.

Other indicative reading

Foskett, D., Paskins, P., Pennington, A. (2021), *The theory of hospitality & Catering*. London: Hodder Education.

Employability – the University Skills Framework

Each module and degree programme are designed to support learners as they develop their graduate skills aligned to the University Skills Framework.

Using the philosophies of the Active Learning Framework (ALF) our 10 skills are embedded within programmes complementing core academic subject knowledge and understanding.

Through continuous self-assessment students own their individual skills journey and enhance their employability and career prospects.

This Module forms part of a degree programme that has been mapped against the University Skills Framework.

The Wrexham University Skills Framework Level Descriptors: An incremental and progressive approach.

Learners can use this document to identify where and how they are building skills and how they can develop examples of their success.

