



PROGRAMME DOCUMENT

PROGRAMME TITLES

BA (Hons) International Gastronomy Management
Diploma of Higher Education International Gastronomy
Management
Certificate of Higher Education International Gastronomy
Management

Academic Discipline: Hospitality and Tourism Management
Institute of Management and Health

Document for Validation
Version: January 2022

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Document Version Control

Date	Action	Process	Detail
01-2022	Validation	PV2a PV2b	Validation of programme

Other changes related to document:

1.1 Overview of the proposal

This section provides an overview of each award/programme title and its associated intermediate and exit awards.

Awarding Institution/Body:	University of Wales Trinity Saint David	
PSRB(s) associated with final award:		
Other accreditation:	WSET Level 1 & 2 in Wines	
Teaching Institution:	University of Wales Trinity Saint David	
Award Title:	BA Bachelor of Arts	
Programme title/name:	International Gastronomy Management	
Intermediate Award 1 (enrolable awards):	Diploma of Higher Education	
	If programme title differs to the main award, specify	
Intermediate Award 2 (enrolable awards):	Certificate of Higher Education	
	If programme title differs to the main award, specify	
Exit Award 1 (awarded on early exit of main programme):	Diploma of Higher Education	
	If programme title differs to the main award, specify	
Exit Award 2 (awarded on early exit of main programme):	Certificate of Higher Education	
	If programme title differs to the main award, specify	
Programme JACS or HECoS Code:	100087 international hospitality management	
Mode of attendance: (tick all that apply)	☒	Full-time
	☒	Part-time
Mode of study: (tick all that apply)	☐	On-campus
	☐	Online/distance learning
	☒	Blended (a mix of on-campus and online study)
	☐	Other (specify)

Duration:	☒	Standard (AQH 6.3.2)
	☐	Non-standard (specify)
Location(s) of delivery:	Validation for delivery out of Swansea, but the programme is blended (online modules and physical placements)	
Language of delivery: (tick all that apply)	☒	English
	☐	Welsh
	☐	English and Welsh (bilingually)
	☐	Other (specify)
QAA Subject Benchmarking Statement(s):	Events, Hospitality, Leisure, Sport and Tourism (2019).	
Other external benchmarks:	• QAA The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies November 2014 • QAA Education for Sustainable Development: Guidance for UK Higher Education Providers June 2014 • QAA Enterprise and Entrepreneurship Education: Guidance for UK Higher Education Providers January 2018 • Well-being of Future Generations (Wales) Act 2015	

1.2 Module Summary Table

JACS/ HECoS code and HESA Cost Centre	Module Code 1. Specify language of delivery if not English. 2. Specify mode of study if modules are not all the same mode.	Module Title	1. (N) NEW 2. (ER) Existing (Revised) (lincold code) 3. (EF) Existing (Format updated) 4. (EU) Existing (Unchanged)	Credits	Level	Assessment summary	Module status CP=Component Pass CR=Core, CM=Compulsory, O=Optional,			Is module shared with other programmes not included in this document?? Y/N
							BA (Hons) International Gastronomy Management	DipHE International Gastronomy Management	CertHE International Gastronomy Management	
LEVEL 4 MODULES										
100087 134	BMGM4000	Effective Management	N	20	4	Component 1 – 100% Coursework: Portfolio (4 elements)	CM	CM	CM	N
100087 134	BMGM4001	Introduction to Gastronomy	N	20	4	Component 1 – 50% Coursework: Essay (1500 words) Component 2 – 50% Practical: Individual presentation (10 mins)	CM	CM	CM	N
100087 134	BMGM4002	Placement: Culinary Skills	N	20	4	Component 1 – 100% Coursework: Reflective Portfolio of practical tasks (4 elements)	CM	CM	CM	N
100087 134	BMGM4003	Placement: Customer Experience and Service Skills	N	20	4	Component 1 – 100% Coursework: Reflective Portfolio of practical tasks (4 elements)	CM	CM	CM	N
100087 134	BMGM4004	Placement: Restaurant Management.	N	20	4	Component 1 – 50% Coursework: Reflective Portfolio of practical tasks (2 elements) Component 2 – 50% Coursework: Individual presentation (10 mins)	CM	CM	CM	N

JACS/ HECoS code and HESA Cost Centre	Module Code 1. Specify language of delivery if not English. 2. Specify mode of study if modules are not all the same mode.	Module Title	1. (N) NEW 2. (ER) Existing (Revised) (lincoln code) 3. (EF) Existing (Format updated) 4. (EU) Existing (Unchanged)	Credits	Level	Assessment summary	Module status CP=Component Pass CR=Core, CM=Compulsory, O=Optional,			Is module shared with other programmes not included in this document?? Y/N
							BA (Hons) International Gastronomy Management	DipHE International Gastronomy Management	CertHE International Gastronomy Management	
100087 134	BMGM4005	Produce, Provenance and Sourcing	N	20	4	Component 1 – 50% Coursework: Essay (1500 words) Component 2 – 50% Coursework: Report – Supply and Sourcing plan (1500 words)	CM	CM	CM	N
LEVEL 5 MODULES										
100087 134	BMGM5000	Embedding Sustainability within Organisations	N	20	5	Component 1 – 50% Coursework: Essay (2000 words) Component 2 – 50% Coursework: Written report (2000 words)	CM	CM	n/a	N
100087 134	BMGM5001	Marketing and Sales	N	20	5	Component 1 – 50% Coursework: Essay (2000 words) Component 2 – 50% Coursework: Individual presentation (5 mins) and Sales Plan (1250 words)	CM	CM	n/a	N
100087 134	BMGM5002	Placement: Developing Culinary Skills	N	20	5	Component 1 – 100% Coursework: Reflective Portfolio of practical tasks (6 elements)	CM	CM	n/a	N

JACS/ HECoS code and HESA Cost Centre	Module Code 1. Specify language of delivery if not English. 2. Specify mode of study if modules are not all the same mode.	Module Title	1. (N) NEW 2. (ER) Existing (Revised) (lincoln code) 3. (EF) Existing (Format updated) 4. (EU) Existing (Unchanged)	Credits	Level	Assessment summary	Module status CP=Component Pass CR=Core, CM=Compulsory, O=Optional,			Is module shared with other programmes not included in this document?? Y/N
							BA (Hons) International Gastronomy Management	DipHE International Gastronomy Management	CertHE International Gastronomy Management	
100087 134	BMGM5003	Placement: Developing Customer Experience and Service Skills	N	20	5	Component 1 – 100% Coursework: Reflective Portfolio of practical tasks (6 elements)	CM	CM	n/a	N
100087 134	BMGM5004	Placement: Developing Restaurant Management	N	20	5	Component 1 – 50% Practical: Individual presentation (15 mins) Component 2 – 50% Coursework: Report (2000 words)	CM	CM	n/a	N
100087 134	BMGM5005	Professional Service	N	20	5	Component 1 – 50% Coursework: Essay– case study evaluation (2000 words) Component 2 – 50% Practical : Individual presentation (15 mins)	CM	CM	n/a	N
LEVEL 6 MODULES										
100087 134	BMGM6000	Analysis and Review of the Operations Process	N	20	6	Component 1 – 100% Coursework: Report (4000 words)	CM	n/a	n/a	N
100087 134	BMGM6001	Leading Restaurant Strategy	N	20	6	Component 1 – 50% Coursework: Pre-opening business plan (2000 words) Component 2 – 50% Practical: Individual pitch presentation of the pre-opening business plan (15 mins)	CM	n/a	n/a	N

JACS/ HECoS code and HESA Cost Centre	Module Code 1. Specify language of delivery if not English. 2. Specify mode of study if modules are not all the same mode.	Module Title	1. (N) NEW 2. (ER) Existing (Revised) (lincolnd code) 3. (EF) Existing (Format updated) 4. (EU) Existing (Unchanged)	Credits	Level	Assessment summary	Module status CP=Component Pass CR=Core, CM=Compulsory, O=Optional,			Is module shared with other programmes not included in this document?? Y/N
							BA (Hons) International Gastronomy Management	DipHE International Gastronomy Management	CertHE International Gastronomy Management	
100087 134	BMGM6002	Marketing and Promoting Restaurant Facilities	N	20	6	Component 1 – 100% Coursework: Marketing and promotional sales plan for a restaurant chain (4000 words)	CM	n/a	n/a	N
100087 134	BMGM6003	Specialist Placement: Leading Staff Development	N	20	6	Component 1 – 50% Practical: Delivery of a colleague seminar training session (20 mins) Component 2 – 50% Practical: Detailed training support materials (including digital material) (2000 words)	CM	n/a	n/a	N
100087 134	BMGM6004	Specialist Placement: Self- performance Review	N	20	6	Component 1 – 100% Coursework: Critical self-performance review (4000 words)	CM	n/a	n/a	N
100087 134	BMGM6005	Specialist Placement: Consultancy	N	20	6	Component 1 – 100% Coursework: Conference paper (2000 words) Component 2 – 50% Practical: Individual presentation (15 mins)	CM	n/a	n/a	N

1.3 Archiving of Modules

Can any existing modules be deleted and archived as a result of this proposal? YES ☐ / NO ☒

If YES, please list the relevant modules below and indicate when each existing module may be archived (if a module is being revised for the following year, you may need to keep the current version live until the end of the academic year, while students remain in the system):

Module Code	Module Title	Date to be archived (MM/YYYY)*
N/A	New programme with all new modules.	

1.4 Transition Arrangements for Students

Please provide an explanation of the transition arrangements for each level of the programme for each cohort (including dates of transition):

NEW STUDENTS

New students	Intake month and year i.e. when the programme will be introduced	Notes/explanation <i>If the programme has more than one intake annually, please explain the arrangements for each intake</i>
Level 4* FT	New students to start April 2022 (academic year 2021/22)	For the first year of delivery, the intake schedule will be April 2022, September 2022 and January 2023. Subsequent years will have intakes September, January and April.
Level 4* PT	New students to start April 2022 (academic year 2021/22)	For the first year of delivery, the intake schedule will be April 2022, September 2022 and January 2023. Subsequent years will have intakes September, January and April.

* Or appropriate first year Level depending on the programme

CURRENT STUDENTS

If current students are to be transitioned to the proposed programme, please provide an explanation of the transition arrangements for each level of the programme for each cohort (including dates of transition).

Please tick to confirm:

☐	Mapping of module equivalency has taken place (i.e. that the modules already undertaken taken by the student are equivalent to the learning that they would have undertaken in the proposed programme)
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☐	Students will be informed/consulted about any material changes to the programme and their written consent to transition will be obtained.	
Current students and direct entry	Month and year i.e. when the students will transition from the current version of the programme to the proposed version	Notes/explanation <i>If the programme has more than one intake annually, please explain the arrangements for each intake</i>
Level 4 PT	N/A – new programme	
Level 5 FT		
Level 5 PT		
Level 6 FT		
Level 6 PT		
Level 7 FT		
Level 7 PT		

2. BA (Hons) International Gastronomy Management and associated intermediate awards

2.1 Programme Structure

<i>Programme duration:</i>	Standard. BA: three academic years FT or six academic years PT DipHE: two academic years FT or four academic years PT CertHE: one academic year FT or two academic years PT
<i>Mode of study/delivery:</i>	Blended (a mix of online modules and placement modules)
<i>Pattern of attendance (Full-time and/or part-time):</i>	Full-time and part-time
<i>Credits and levels:</i>	120-credits per level (levels 4, 5 and 6). BA: 360-credits in total. Dip HE: 240-credits in total Cert HE: 120-credits in total
<i>Pattern of delivery:</i>	Three terms per year for levels 4 and 5 and 6.
<i>Intake points and instances of module delivery:</i>	Intakes three times a year – at the start of the Autumn, Spring and Summer terms (September, January and April). Each module is, therefore, delivered three times annually.
<i>Module size:</i>	All modules are of 20-credits
<i>Balance of component pass, core, compulsory and optional modules:</i>	All modules are compulsory.
<i>Pre-requisite modules (please state module codes for the module and its pre-requisite):</i>	N/A

TYPICAL DELIVERY PLAN

The table below indicates the typical delivery schedules for the programme for each pattern of attendance. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where feasible).

Full-time study

Module Code	Module Title	Module type (Component Pass, Core, Compulsory, Optional)	Credits	September starters	January starters	April starters
Year 1	Level 4	Term 1		Sept to Dec	Jan to Apr	Apr to July
BMGM4001	Introduction to Gastronomy	Compulsory	20	CM	CM	CM
BMGM4002	Placement: Culinary Skills	Compulsory	20	CM	CM	CM
		Term 2		Jan to Apr	Apr to July	Sept to Dec
BMGM4000	Effective Management	Compulsory	20	CM	CM	CM
BMGM4003	Placement: Customer Experience and Service Skills	Compulsory	20	CM	CM	CM
		Term3		Apr to July	Sept to Dec	Jan to Apr
BMGM4005	Produce, Provenance and Sourcing	Compulsory	20	CM	CM	CM
BMGM4004	Placement: Restaurant Management	Compulsory	20	CM	CM	CM
Year 2	Level 5	Term 1		Sept to Dec	Jan to Apr	Apr to July
BMGM5001	Marketing and Sales	Compulsory	20	CM	CM	CM
BMGM5002	Placement: Developing Culinary Skills	Compulsory	20	CM	CM	CM
		Term 2		Jan to Apr	Apr to July	Sept to Dec
BMGM5000	Embedding Sustainability within Organisations	Compulsory	20	CM	CM	CM
BMGM5003	Placement: Developing Customer Experience and Service Skills	Compulsory	20	CM	CM	CM
		Term 3		Apr to July	Sept to Dec	Jan to Apr
BMGM5005	Professional Service	Compulsory	20	CM	CM	CM
BMGM5004	Placement: Developing Restaurant Management	Compulsory	20	CM	CM	CM
Year 3	Level 6	Term 1		Sept to Dec	Jan to Apr	Apr to July
BMGM6000	Analysis and Review of the Operations Process	Compulsory	20	CM	CM	CM
BMGM6003	Specialist Placement: Leading Staff Development	Compulsory	20	CM	CM	CM

Module Code	Module Title	Module type (Component Pass, Core, Compulsory, Optional)	Credits	September starters	January starters	April starters
		Term 2		Jan to Apr	Apr to July	Sept to Dec
BMGM6001	Leading Restaurant Strategy	Compulsory	20	CM	CM	CM
BMGM6004	Specialist Placement: Self-performance Review	Compulsory	20	CM	CM	CM
		Term 3		Apr to July	Sept to Dec	Jan to Apr
BMGM6002	Marketing and Promoting Restaurant Facilities	Compulsory	20	CM	CM	CM
BMGM6005	Specialist Placement: Consultancy	Compulsory	20	CM	CM	CM

Part-time study

Module Code	Module Title	Module type (Component Pass, Core, Compulsory, Optional)	Credits	September starters	January starters	April starters
Year 1	Level 4	Term 1		Sept to Dec	Jan to Apr	Apr to July
BMGM4001	Introduction to Gastronomy	Compulsory	20	CM	CM	CM
		Term 2		Jan to Apr	April to July	Sept to Dec
BMGM4000	Effective Management	Compulsory	20	CM	CM	CM
		Term 3		Apr to July	Sept to Dec	Jan to Apr
BMGM4005	Produce, Provenance and Sourcing	Compulsory	20	CM	CM	CM
Year 2	Level 4	Term 1		Sept to Dec	Jan to April	Apr to July
BMGM4002	Placement: Culinary Skills	Compulsory	20	CM	CM	CM
		Term 2		Jan to Apr	Apr to July	Sept to Dec
BMGM4003	Placement: Customer Experience and Service Skills	Compulsory	20	CM	CM	CM
		Term 3		Apr to July	Sept to Dec	Jan to April
BMGM4004	Placement: Restaurant Management	Compulsory	20	CM	CM	CM
Year 3	Level 5	Term 1		Sept to Dec	Jan to Apr	Apr to July
BMGM5001	Marketing and Sales	Compulsory	20	CM	CM	CM
		Term 2		Jan to Apr	April to July	Sept to Dec
BMGM5000	Embedding Sustainability within Organisations	Compulsory	20	CM	CM	CM
		Term 3		Apr to July	Sept to Dec	Jan to Apr
BMGM5005	Professional Service	Compulsory	20	CM	CM	CM
Year 4	Level 5	Term 1		Sept to Dec	Jan to April	Apr to July
BMGM5002	Placement: Developing Culinary Skills	Compulsory	20	CM	CM	CM
		Term 2		Jan to Apr	Apr to July	Sept to Dec
BMGM5003	Placement: Developing Customer Experience and Service Skills	Compulsory	20	CM	CM	CM
		Term 3		Apr to July	Sept to Dec	Jan to Apr
BMGM5004	Placement: Developing Restaurant Management	Compulsory	20	CM	CM	CM
Year 5	Level 6	Term 1		Sept to Dec	Jan to Apr	Apr to July
BMGM6000	Analysis and Review of the Operations Process	Compulsory	20	CM	CM	CM

Module Code	Module Title	Module type (Component Pass, Core, Compulsory, Optional)	Credits	September starters	January starters	April starters
		Term 2		Jan to Apr	Apr to July	Sept to Dec
BMGM6001	Leading Restaurant Strategy	Compulsory	20	CM	CM	CM
		Term 3		Apr to July	Sept to Dec	Jan to April
BMGM6002	Marketing and Promoting Restaurant Facilities	Compulsory	20	CM	CM	CM
Year 6	Level 6	Term 1		Sept to Dec	Jan to April	Apr to July
BMGM6003	Specialist Placement: Leading Staff Development	Compulsory	20	CM	CM	CM
		Term 2		Jan to Apr	Apr to July	Sept to Dec
BMGM6004	Specialist Placement: Self-performance Review	Compulsory	20	CM	CM	CM
		Term 3		Apr to July	Sept to Dec	Jan to April
BMGM6005	Specialist Placement: Consultancy	Compulsory	20	CM	CM	CM

2.2 Programme Aims: BA International Gastronomy Management

The programme has the following general educational and specific aims:

- To enhance lifelong learning skills and personal development to enable students to work with self-direction, originality and to contribute to the restaurant and gastronomy industries and society at large.
- To produce graduates who are global citizens and who approach their personal and professional lives from a sustainable perspective.
- To develop students' managerial and intellectual skills, including critical reasoning, analysis, creativity, and reflection.
- To produce graduates who can demonstrate an in-depth knowledge and appreciation of the nature of international gastronomy and restaurant management, the characteristics of the dining guest and implications for the management of service encounters.
- To prepare students for a career or career development within the international gastronomy and restaurant sector by developing appropriate professional skills.

2.3 Programme Learning Outcomes: BA International Gastronomy Management

The following level 6 learning outcomes conform in full to the expectations of the QAA FHEQ (2014) and were developed with reference to the QAA Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism (2019). The learning outcomes are categorised as follows: knowledge and understanding skills, cognitive/intellectual skills (CS), practical skills (PS) and key skills (KS).

Knowledge and understanding (KU)

Graduates of the programme will be able to demonstrate a systematic understanding of key aspects of international gastronomy management, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of the discipline. This includes the following:

KU1	A systematic understanding and acquisition of coherent and detailed knowledge of facts, concepts and principles related to gastronomy management.
KU2	A conceptual understanding of the external environment and its effects at local, national, and international levels upon the gastronomy, food business and hospitality sectors.
KU3	A systematic understanding of the structure, management, and marketing of organisations within the gastronomy industry.
KU4	An awareness of contemporary issues relevant to both internal and external contexts, such as business innovation, creativity, entrepreneurship, sustainability, globalisation, and risk management.
KU5	Models, frameworks, theories, and techniques to the advancement of dining guest service good practice.
KU6	Vocationally relevant concepts associated with operational and strategic management of financial, marketing, human and physical resources.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (considering individual patterns of study).

Cognitive (thinking) skills (CS)

Graduates of the programme will be able to:

CS1	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in international gastronomy management, with an appreciation of the uncertainty, ambiguity and limits of knowledge.
CS2	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts, and data (that may be incomplete).
CS3	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the international gastronomy management discipline.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (considering individual patterns of study).

Practical skills (PS)

International gastronomy degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme will be able to:

PS1	Deploy accurately established techniques of analysis and enquiry relating to international gastronomy management practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS2	Use quantitative skills to manipulate data, evaluate, estimate and model problems, functions and phenomena.
PS3	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
PS4	Undertake placement activities to develop specialist gastronomic skills

Each of the above PLOs is covered by at least 2 modules at the appropriate level (considering individual patterns of study).

Key skills (KS)

Graduates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS1	The exercise of initiative and personal responsibility.
KS2	Decision-making in complex and unpredictable contexts.
KS3	A continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (considering individual patterns of study).

Intermediate/Exit Awards

2.4 Programme Aims: DipHE International Gastronomy Management

The programme has the following general educational and specific aims:

- To enhance lifelong learning skills and personal development to enable students to work with self-direction, originality and to contribute to the hotel industry and society at large.
- To produce DipHE graduates who are able to approach their personal and professional lives from a sustainable perspective.
- To develop students' managerial and intellectual skills, including the ability to reason, analyse issues with creativity and reflection.
- To produce DipHE graduates who can demonstrate knowledge and appreciation of the nature of hotel management; the characteristics of the hotel guest and implications for the management of service encounters.
- To prepare students for a career or career development within the hotel and hospitality sector by developing appropriate professional skills.

2.5 Programme Learning Outcomes: DipHE International Gastronomy Management

The following level 5 programme learning outcomes conform in full to the expectations of the QAA FHEQ (2014) level 5 descriptor and are developed with reference to the QAA Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism (2019).

Knowledge and understanding (KU)

Successful candidates of the programme will be able to demonstrate:

KU1	Knowledge and a critical understanding of well-established principles associated with international gastronomy management, and of the way in which those principles have developed.
KU2	Knowledge of the main methods of enquiry in international gastronomy management

Each of the above PLOs is covered by at least 2 modules at the appropriate level (considering individual patterns of study).

Cognitive (thinking) skills (CS)

Diplomates of the programme will be able to:

CS1	Use a range of established international gastronomy management techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.
CS2	Evaluate critically the appropriateness of different approaches to solving problems, based on knowledge of the main methods of enquiry and research.
CS3	Recognise the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (considering individual patterns of study).

Practical skills (PS)

This award is strongly related to practice and therefore provides a clear link between the development of relevant skills and employability of graduates. Diplomates of the programme will be able to:

PS1	Apply underlying concepts and principles in different international gastronomy management contexts including, where appropriate, the application of those principles in an authentic organisational or employment context.
PS2	Use quantitative skills to manipulate data, evaluate, estimate and model international gastronomy management problems, functions and phenomena.
PS3	Effectively communicate information, arguments and analysis to both specialist and non-specialist audiences.
PS4	Undertake placement activities to further develop gastronomic skills

Each of the above PLOs is covered by at least 2 modules at the appropriate level (considering individual patterns of study)

Key skills (KS)

Diplomates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS1	The exercise of personal responsibility.
KS2	Decision-making in authentic contexts.
KS3	A continuing appetite for development and the learning ability needed to acquire new competences that will enable them to assume responsibility within organisations.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (considering individual patterns of study).

2.6 Programme Aims: CertHE International Gastronomy Management

The programme has the following general educational and specific aims:

- To enhance lifelong learning skills and personal development to enable students to work in the hotel industry and to contribute to society at large.
- To produce CertHE graduates who are able to approach their personal and professional lives from a sustainable perspective.
- To develop students' intellectual skills, including the ability to reason, analyse issues.
- To produce CertHE graduates who can demonstrate knowledge and appreciation of the nature of the hotel industry, the characteristics of the hotel guest and implications for service encounters.
- To prepare students for a career or career development within the hotel and hospitality sector by developing appropriate professional skills.

2.7 Programme Learning Outcomes: CertHE International Gastronomy Management

The following level 4 programme learning outcomes conform in full to the expectations of the QAA FHEQ (2014) level 4 descriptor and are developed with reference to the QAA Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism (2019).

Knowledge and understanding (KU)

Successful candidates of the programme will be able to demonstrate:

KU1	Knowledge and understanding of the underlying concepts and principles associated with international gastronomy management.
KU2	Knowledge and understanding of the main methods of enquiry in the subject(s) relevant to international gastronomy management.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Cognitive (thinking) skills (CS)

Successful candidates of the programme will be able to:

CS1	Evaluate the underlying concepts and principles associated with international gastronomy management and interpret these within that context.
CS2	Evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of international gastronomy management.
CS3	Evaluate the appropriateness of different approaches to solving problems related to international gastronomy management.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Practical skills (PS)

International gastronomy management programmes are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme will be able to:

PS1	Communicate and present the results of their study/work accurately and reliably, and with structured and coherent arguments.
PS2	Undertake introductory placement activities to develop gastronomic skills

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Key skills (KS)

Successful candidates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS1	The exercise of some initiative and personal responsibility.
KS2	Further training and to develop new skills within a structured and managed environment.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

3. Module Details

Module Code	BMGM4000
Title	Effective Management
Date	01/11/2021
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with an introduction to effective restaurant management, and what constitutes good practice.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Understand the different positions within the kitchen brigade and appreciate the importance of the work based key skills within this area of restaurant operation.
- Examine the different positions within Front of House management and leadership and appreciate the importance of the work based key skills within this area of restaurant operation.
- Explore the relationship between front of house (dining area) and back of house (kitchen) for effective management and delivery of core functions.
- Investigate issues relating to operations such as resource allocation, the need for technical knowledge, of all departments, industry standards, planning and organisation, differing management styles, health, and safety.

INDICATIVE CONTENT

- Styles of management- what is required for the individual, organisation, and the individual restaurant.
- Teamwork: roles of team membership versus team leadership. The elements of a successful team, internal and external communication for teams.
- Operational tasks: how to manage workload, considerations to allocation, knowing your colleagues- capabilities and strengths of skills.
- Understanding your place in the market: meeting the diners 'needs' and delivering their 'wants'.
- Organisational Issues: policies and procedures relating to safe operation, organisational aims and objectives, mission statement, operations, staffing, training, competition, quality issues, performance measures, management structures, working practices, marketing, health and safety, guest service.
- Operating legally: licensing, local laws (planning and permissions) national government (Acts of Parliament).

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	4 elements	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM4000	
Module Title	Effective Management	
Classification	Reading List entry	Electronic*
Essential	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒
Essential	Ford, S.C. Sturman, M.C. (2020) Managing Hospitality Organizations. 2 nd Edn. Sage. New York.	☒
Essential	Wood, R.C., (2015). Hospitality management: a brief introduction, Sage, London	☒
Further	Heppell, M. (2015) Five Star Service: How to deliver Exceptional Customer Service, Pearson, London	☒
Further	Johnston, R. Clark, G. & Shulver, M. (2012) Service Operations Management, Pearson, London	☒
Further	Tesone, V. (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, Oxford	☒
Further	Walker, J. (2013) Introduction to Hospitality Management, Pearson, London	☒
Journals	Management Today	☒
Journals	International Journal of Hospitality Management	☒
Journals	International Journal of Contemporary Hospitality Management	☒

Module Code	BMGM4000	
Module Title	Effective Management	
Classification	Reading List entry	Electronic*
Journals	Hospitality (Institute of Hospitality)	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒
Websites	www.modernrestaurantmagazine.com	☒

Module Code	BMGM4001
Title	Introduction to Gastronomy
Date	01/11/2021
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with an introduction to gastronomy and professional restaurant operation, including how food influences our culture, how culture impacts dining experiences, the roles associated with kitchen and front of house operations and the key legislation affecting the operation of a food-based business.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Understand the relationship of gastronomy and food culture from an historical basis and its contemporary position.
- Examine the main legal requirements of restaurant operations and gastronomy globally.
- Develop an appreciation of the differing concepts of dining from quick service restaurant (QSR) to fine dining.
- Analyse the suitability of restaurant award systems including such merits as Michelin, Gault & Millaut (Guide Millaut), AA Rosette system etc.

INDICATIVE CONTENT

- Dining history – from banquet to quick service restaurants.
- Sectors of the foodservice industry
- Food production methods.
- Food and beverage personnel- know your role.
- Restaurant function, design, and purpose.
- Developing the restaurant concept.
- Legal considerations within modern UK dining- health safety and security.
- Different formats of menus, appropriate choices for specific dining experiences.
- Global influences on menu construction, legality, health safety and security.
- The meal experience.
- Award attainment and global restaurant grading systems

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	1500 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual presentation	10 minutes	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM4001	
Module Title	Introduction to Gastronomy	
Classification	Reading List entry	Electronic*
Essential	Cousins, J. Lilicrap, D & Weekes, S. (2019) Food and Beverage Service. 9 th Edn. Hodder Education. London.	☒
Essential	Escoffier, A. (2011) Le Guide Culinaire. Routledge. London	☒
Essential	Everett, S. (2016) Food & Drink Tourism. <i>Principles and Practice</i> . Sage. London.	☒
Essential	Larousse. (2009) Larousse Gastronomique. Octopus. London	☒

Module Code	BMGM4001	
Module Title	Introduction to Gastronomy	
Classification	Reading List entry	Electronic*
Further	McGee, H (2004) McGee on Food and Cooking: An Encyclopaedia of Kitchen Science, History and Culture. Hodder and Stoughton. London.	☒
Further	Vogler, P. (2021) <i>Scoff: A History of Food and Class in Britain</i> . Atlantic books. London	☒
Further	Solomon, M. (2018) <i>The Heart of Hospitality. Great Hotel and Restaurant Leaders share their secrets</i> . SelectBooks. New York.	☒
Further	Davis, B. Lockwood, A. Alcott, P and Pantelidis, I.S. (2018) <i>Food and Beverage Management</i> . 6 th Edn. Routledge. London.	☒
Further	Stevenson, S. and Nash, C. (2011) <i>Food Safety for Supervisors</i> . Chartered Institute of Environmental Health. London.	☒
Journals	<i>The Caterer</i>	☒
Journals	<i>Big Hospitality</i>	☒
Journals	<i>Restaurant Magazine</i>	☒
Journals	<i>MRM</i>	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitalty.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.modernrestaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.gaultmillau.com	☒
Websites	www.guide.michelin.com	☒

Module Code	BMGM4002
Title	Placement: Culinary Skills
Date	01/11/2021
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with a practical first-hand experience of kitchen operations, including food preparation, teamwork and the development of the skills and competencies required for their future careers.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Undertake efficiently a variety of different introductory tasks within the restaurant kitchen.
- Appreciate the importance of the work based key skills having completed food handling hygiene certification, whilst developing food production competencies to meet organisational requirements and standards.
- Examine issues such as health and safety and organisation with completion of the health and safety certificate, plus specific restaurant training.

INDICATIVE CONTENT

- Personal and Vocational Development: The experience will be designed to focus on the broad range of introductory culinary skills. The module will provide students with a comprehensive introduction to the requirements of working within a restaurant kitchen.
- Kitchen Health & safety.
- Food safety.
- Allergen management – Natashas Law.
- Mise en place (preparation)
- Cook-chill-freeze concept
- Key skills – communication, teamwork, task management, personal skills, operational issues.
- Operational tasks appropriate to restaurant kitchens – task management, performance.
- Organisational Issues: Policies and procedures relating to Food Operations, organisational aims and objectives, mission statement, operations, staffing, training, competition, quality issues, performance measures, management structures, working practices, health, and safety.
- Sauces and Soups (practical skills)

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	200	100%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Reflective portfolio of practical tasks	4 elements	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM4002	
Module Title	Placement: Culinary Skills	
Classification	Reading List entry	Electronic*
Essential	Escoffier, A. (2011) Le Guide Culinaire. Routledge. London	☒
Essential	Foskett et al (2019) Practical cookery 14 th Edn. Hodder Education. London.	☒
Further	Davis, B. Lockwood, A. Alcott, P. Pantelidis, I.A. (2018) Food and Beverage Management. 6 th Edn. Routledge. London.	☒
Further	Cousins, J. Lilicrap, D. Weekes, S. (2019) Food & Beverage Service. 9 th Edn. Hodder Education. London.	☒
Further	Foskett et al (2019) The Theory of Hospitality & catering. 14 th Edn. Hodder Education. London	☒
Further	Johnston, R. Clark, G. Shulver, M. (2012) Service operations management: improving service delivery, Pearson, London	☒
Further	Hagg, E (2013) Internship Guide Eleven, The Hague	☒
Further	Larousse. (2009) Larousse Gastronomique. Octopus. London	☒
Further	McGee. H (2004) McGee on Food and Cooking: An Encyclopaedia of Kitchen Science, History and Culture. Hodder and Stoughton. London.	☒
Further	QAA, 2018 UK Quality Code, Advice and Guidance: Work-based Learning, QAA, London	☒
Further	Stevenson, S. and Nash, C. (2011) Food Safety for Supervisors. Chartered Institute of Environmental Health. London.	☒
Further	ASET, 2017, ASET Good Practice Guide for Work based and Placement Learning, ASET, Sheffield	☒
Journals	<i>The Caterer</i>	☒
Journals	<i>Big Hospitality</i>	☒
Journals	<i>Restaurant Magazine</i>	☒
Journals	<i>MRM</i>	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.modernrestaurantmagazine.com	☒
Websites	www.typsy.com	☒
Websites	www.instituteofhospitality.org	☐
Websites	www.flowhospitalitytraining.co.uk	☐

Module Code	BMGM4003
Title	Placement: Customer Experience and Service Skills
Date	01/11/2021
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with an understanding of the role and importance of hospitality and guest services practices within the restaurant environment.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Understand the importance of maximising a positive customer experience, valuing the importance of the guests within the service experience.
- Evaluate the range of service skills and the provision of these within the ever-changing environment of service in restaurants and how to achieve service excellence.

INDICATIVE CONTENT

- International and UK restauration - definitions of service, and customer experience management, historical developments, role and function of hospitality services.
- Market analysis of different sectors (independent restaurants, franchises, Quick service restaurant, fine dining, restaurants within venues, restaurants within hotels, restaurants within resorts.
- Relationship within national economies, economic impacts, organisational trends.
- Consumers - Understanding and appreciation of guest needs, identification of market segments for restaurant guests, products, characteristics, structure, changing customer needs and demands, lifestyle trends, patterns of work, lifecycle, fashion fads, service expectations, internal and external factors, market trends. Sustainable (greening) good practice.
- Service Skill Requirements and Operational Issues- Operational systems for resource co-ordination, specific service skills. Changing industry, consumer demands, training initiatives food hygiene, requirements, menu planning, legislation, cultural influences, performance measures, verification, and grading. Social media influences (TripAdvisor) and digital management responses.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	200	100%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Reflective portfolio of practical tasks	4 elements	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM4003	
Module Title	Placement: Customer Experience and Service Skills	
Classification	Reading List entry	Electronic*
Essential	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒
Essential	Cousins, J. Lillicrap, D. Weekes, S. (2019) Food and Beverage Service 9 th Edn. Hodder Education. London.	☒
Further	Solomon, M. (2018) The Heart of Hospitality. <i>Great hotel and restaurant leaders share their secrets</i> . Select Books. Inc New York.	
Further	Tesone, V. (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, Oxford	☒
Further	Walker, J. (2013) Introduction to Hospitality Management, Pearson, London	☒
Further	Wood, R.C., 2015. Hospitality management: a brief introduction, Sage, London	☒
Further	Wine & Spirit Education Trust. (2021) An Introduction to Wine. Cambridge Editorial Ltd. Cambridge.	☒

Module Code	BMGM4003	
Module Title	Placement: Customer Experience and Service Skills	
Classification	Reading List entry	Electronic*
Further	Fanthorne, C (2004) <u>Work Placements – Survival Guide for Students</u> Macmillan, Basingstoke	☒
Further	Johnston, R Clark, G. Shulver, M. (2012) Service Operations Management, Pearson, London	☒
Further	Wood, R. (2013) Key Concepts in Hospitality Management, Sage, London	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒
Websites	www.modernrestaurantmagazine.com	☒
Websites	www.wsetglobal.com	☒

Module Code	BMGM4004
Title	Placement: Restaurant Management
Date	01/11/2021
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with a practical introduction to restaurant management, from section to whole restaurant situations.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Recognise and liaise with the key people within the kitchen brigade and appreciate the importance of the work based key skills within this area of restaurant operation.
- Work effectively with colleagues within Front of House management and leadership and appreciate the importance of the work based key skills within this area of restaurant operation.
- Develop their relationship in assisting with management tasks linking front of house (dining area) and back of house (kitchen) for effective management and delivery of core functions.
- Understand and undertake allocated tasks relating to operations, by gaining technical knowledge, and working within industry and restaurant standards, deploying differing management styles to suit the situation.

INDICATIVE CONTENT

- Developing an appropriate style of management- following the placement restaurant management ethos and under supervision of an allocated mentor.
- Teamwork: development of appropriate skills within team membership and as directed, team leadership.
- Operational tasks: effectively manage own workload, consideration of the wider team, and how colleagues work is achieved, this to be demonstrated by successful working relationships with colleagues recognising their capabilities and strengths of skills.
- Develop skills of recognition of customer needs and wants, and contribute to sales maximisation and upselling opportunities, and recognising also when this is not appropriate.
- Organisational issues: work within policies and procedures relating to safe operation, organisational aims and objectives, mission statement, operations, staffing, training, competition, quality issues, performance measures, management structures, working practices, marketing, health and safety, guest service.
- Operating legally: working legally, maximising safety of self and others. Completion of companies training requirement in conjunction with academic assessments.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	200	100%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Reflective portfolio of practical tasks	2 elements	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual presentation	10 minutes	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM4004	
Module Title	Placement: Restaurant Management	
Classification	Reading List entry	Electronic*
Essential	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒
Essential	Tesone, V. (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, Oxford	☒
Essential	Walker, J. (2013) Introduction to Hospitality Management, Pearson, London	☒
Further	Fanthorne, C (2004) <u>Work Placements – Survival Guide for Students</u> Macmillan, Basingstok	☒

Module Code	BMGM4004	
Module Title	Placement: Restaurant Management	
Classification	Reading List entry	Electronic*
Further	Heppell, M. (2015) Five Star Service: How to deliver Exceptional Customer Service, Pearson, London	☒
Further	Johnston, R. Clark, G. & Shulver, M. (2012) Service Operations Management, Pearson, London	☒
Journals	Management Today	☒
Journals	International Journal of Hospitality Management	☒
Journals	International Journal of Contemporary Hospitality Management	☒
Journals	Journal of Hospitality Management and Tourism	☒
Journals	Hospitality (Institute of Hospitality)	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒
Websites	www.modernrestaurantmagazine.com	☒

Module Code	BMGM4005
Title	Produce, Provenance and Sourcing
Date	01/11/2021
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To introduce the students to the business discipline of sourcing, the provenance of products used, its relationship to the diner's experience and the business performance and reputation and developments in sourcing, food sustainability and farm to fork approaches.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Define and assess the development of business and marketing creativity regarding seasonality, provenance and established sourcing to create enhanced experiences and quality for diners.
- Understand the process and stages of sourcing, including the role of the purchasing manager, head Chef, diners' feedback, and its effect on sourcing considerations.
- Appreciate direct sourcing by way of field trips to producers, farmers, and fisher folk.

INDICATIVE CONTENT

- The nature and scope of product sourcing.
- Sectors of the food service industry and their role within restaurant purchasing and provision.
- Food production methods, animal husbandry, food production safety and the maintenance of reliable sourcing.
- The food production chain- understanding the legality of production, preparation, selling and supply.
- The implications of supply chain interruption, or cessation.
- Food purchasing trends and their influence on menu compilation.
- Sourcing meat, fish, and their additional bi products. An understanding of the supplier's role.
- Sourcing green grocery, and larger supply products. Achieving sustainable supplies and understanding their provenance.
- Legally communicating food sources to diners – representing your suppliers accurately.
- Comparing seasonality, provenance, and mass purchasing. Risk and benefits to the restaurant and diner.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	1500 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Report – Supply and Sourcing plan	1500 words	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM4005	
Module Title	Produce, Provenance and Sourcing	
Classification	Reading List entry	Electronic*
Essential	Solomon, M. (2018) <i>The Heart of Hospitality. Great Hotel and Restaurant Leaders share their secrets.</i> SelectBooks. New York.	☒
Essential	Davis, B. Lockwood, A. Alcott, P and Pantelidis, I.S. (2018) <i>Food and Beverage Management.</i> 6 th Edn. Routledge. London.	☒
Essential	Everett, S. (2016) <i>Food & Drink Tourism. Principles and Practice.</i> Sage London.	☒

Module Code	BMGM4005	
Module Title	Produce, Provenance and Sourcing	
Classification	Reading List entry	Electronic*
Further	McGee. H (2004) McGee on Food and Cooking: An Encyclopaedia of Kitchen Science, History and Culture. Hodder and Stoughton. London.	☒
Further	Stevenson, S. and Nash, C. (2011) Food Safety for Supervisors. Chartered Institute of Environmental Health. London.	☒
Further	Wood, R.C. (2013) Key Concepts in Hospitality Management. Sage. London	☒
Further	Hulten, B. (2020) Sensory Marketing. <i>An introduction</i> . Sage London.	☒
Further	Tresidder R. and Hirst C., (2012) Marketing in Food, Hospitality, Tourism and Events. Goodfellow, Oxford	☒
Further	Wilson, A, (2012) Marketing Research: An Integrated Approach, 2nd Ed. Pearson: Harlow	☒
Journals	<i>The Caterer</i>	☒
Journals	<i>Big Hospitality</i>	☒
Journals	<i>Restaurant Magazine</i>	☒
Journals	<i>MRM</i>	☒
Websites	www.thecaterer.com	☒
ebsites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.modernrestaurantmagazine.com	☒
Websites	www.typsy.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒

Module Code	BMGM5000
Title	Embedding Sustainability within Organisations
Date	01/11/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To gain a comparative overview of sustainable hospitality developments both nationally and internationally and to review appropriate policy and strategy frameworks.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate a critical understanding of the term “sustainability” and apply it within the context of restaurant management and hospitality.
- Analyse concepts of “sustainable good practice” within professional kitchens and restaurants and the wider hospitality industry.
- Critically understand international consumer behaviour to enhance guest service delivery, through gaining a knowledge of global customs and culture and the impact of these on sustainability practices and change management.
- Analyse concepts of sustainable business practices, by investigating appropriate sourcing production and restaurant business operations, via field trips to speciality market providers, sustainable producers, and fine dining restaurants.

INDICATIVE CONTENT

- Definitions of sustainability - principles of sustainability; cause and effects; demand and supply issues.
- Historical development of hospitality- contemporary growth rates; changing patterns of economic development; changing consumer lifestyles – “needs and wants”.
- Sustainability development – key global policy documents identified and reviewed.
- Sustainable gastronomy development – defining responsible business values and communicating good practice, management, and marketing perspectives.
- Leadership and future directions – taking responsible business to the heart of the community.
- Environmental regulations, market mechanisms and self-regulatory codes influencing the tourism industry.
- “Greening Your Business” – practical steps for restaurant businesses to adopt and introduce sustainable approaches for operational procedures and practice.
- Business ethics: How philosophy can help us make ethical decisions in today’s business.
- Our changing world and the evolution of corporate social responsibility (CSR).
- Responsible leadership: Inspiring sustainability and CSR.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	2000 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written report	2000 words	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM5000	
Module Title	Embedding Sustainability within Organisations	
Classification	Reading List entry	Electronic*
Essential	Beirman, D. (2022) <i>Tourism Crises & Destination Recovery</i> . Sage. London.	☒
Essential	Haski-Levanthal, D. (2022) 2 nd Edn. <i>Strategic Corporate social Responsibility. A holistic approach to Responsible & sustainable business</i> . Sage. London.	☒
Essential	Hawkins R and Bohdanowicz. P. <i>Responsible Hospitality (2012) Theory and Practice</i> . Goodfellow Publishers Ltd. Oxford.	☒
Further	Blowfield, M. (2013) <i>Business and Sustainability</i> , OUP, Oxford.	☒

Module Code	BMGM5000	
Module Title	Embedding Sustainability within Organisations	
Classification	Reading List entry	Electronic*
Further	Curtin, T. (2012) Managing Green Issues, MacMillan Palgrave, London.	☒
Further	Everett, S. (2016) Food & Drink Tourism, <i>Principles and Practice</i> . Sage. London	☒
Further	Hawkins, R. & Bohdanowicz P (2011) Responsible Hospitality, Goodfellow, Oxford.	☒
Websites	www.culture.gov.uk	☒
Websites	www.wto.org	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitalty.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒

Module Code	BMGM5001
Title	Marketing and Sales
Date	01/11/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To introduce the students to the business discipline of marketing and the core elements from which restaurant marketing activities develop.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Define and assess the development of marketing in creating value for customers, identify relevant stakeholders and assess its impact within strategic and operational practice.
- Demonstrate a critical understanding of the process and stages of marketing planning, including the role of the marketing environment, marketing research and the marketing mix.

INDICATIVE CONTENT

- The nature and scope of marketing
- The different strategies of the marketing plan and how they are produced.
- The role of the marketing mix.
- The implications of a macro analysis gaining an overview of the macro environment
- Elements of the internal analysis (the methods used for segmenting, targeting, and positioning within markets).
- The need for a marketing information system and the role of databases in information management; including the nature of marketing research, methodologies, and tools.
- Digital marketing; role of social media technology, the communication mix.
- The importance of stakeholders for marketing
- Sustainable marketing

Study time allocation

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	2000 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual presentation and Sales Plan	5 minutes (presentation), and 1250 words (marketing plan)	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM5001	
Module Title	Marketing and Sales	
Classification	Reading List entry	Electronic*
Essential	Baack, D.W, Czarnecka. B, Baack. D.,.(2019) International Marketing 2 nd Edn. Sage. London	☒
Essential	Bowie, D. Buttle, F. Brookes, M & Mariussen, A (2017), Hospitality Marketing 3 rd Ed, Routledge, London	☒
Essential	Masterson .R, Phillips. N & Pickton. D (2021) Marketing an introduction. 5 th Edn. Sage. London.	☒
Further	Clow, K & Baack, D (2013), Integrated Advertising, Promotion and Marketing Communications 6e, Pearson, London	☒
Further	De Mooij.M,(2019) Global Marketing & Advertising 5 th Edn. Sage . London	☒

Module Code	BMGM5001	
Module Title	Marketing and Sales	
Classification	Reading List entry	Electronic*
Further	Frochot, I. and Batat, W., (2013) Marketing and Designing the Tourist Experience. Goodfellow, Oxford	☒
Further	Gbadamosi. A, (2019) Contemporary Issues in Marketing, <i>principles & practice</i> . Sage. London	☒
Further	Ghauri, P N (2014) International Marketing, 4 th Ed, McGraw Hill, London	☒
Further	Hulten. B, (2020) Sensory Marketing an introduction. Sage. London.	☒
Further	Kingsnorth. S, (2019).Digital Marketing Strategy, an integrated approach to online marketing. 2 nd Edn. Kogan Page. London.	☒
Journals	<i>European Journal of Marketing</i>	☒
Journals	<i>Journal of Restaurant & Foodservice Marketing</i>	☒
Journals	<i>Journal of Marketing Management</i>	☒
Journals	<i>Journal of Marketing</i>	☒
Journals	<i>Journal of Marketing Research</i>	☒
Journals	<i>Journal of Strategic Marketing</i>	☒
Websites	CIM, The Chartered Institute of Marketing (online) Available from: http://www.cim.co.uk	☒
Websites	Red Herring, the Business of Technology (online) Available from: http://www.redherring.com	☒
Websites	www.shapetheagenda.com	☒
Websites	www.instituteofhospitality.org	☒

Module Code	BMGM5002
Title	Placement: Developing Culinary Skills
Date	01/11/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with a practical first-hand experience of kitchen operations. The module is a practical development of their skills as introduced within Level 4.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Undertake efficiently a variety of different tasks within the sections of the kitchen, allowing for development of those skills learnt at Level 4, in line with future career aspirations.
- Demonstrate the importance of timely ordering of supplies and stock management, storage, and appropriate handling, displaying this knowledge when working within the kitchen.
- Develop meat cooking skills, for grill, flat top and stove work, and the use of a variety of cooking and storage systems including e.g., rationale, salamander, cook-chill-freeze.
- Enhance skills in the preparation and plating of items from the starter/entree menu of the restaurant, (in service time and to order), including the preparation of desserts and pastry section, (hot and cold items- in service time and to order); accompanying sauces, custards, ice creams/sorbets – plating finishing as required.

INDICATIVE CONTENT

- Personal and Vocational Development: The experience will be designed to develop culinary skills and allow for the student to establish their particular focus within cooking in differing sections.
- Students will be expected to express their developing knowledge in the suggestion of sample menu items and taster dishes.
- The module will provide students with development opportunities within the restaurant kitchen, allowing them to further enhance their knowledge and skill within particular culinary skills.
- Preparation of meat and fish for specific dishes will be promoted and include butchery and mongering skills to include filleting and the preparation of shellfish and crustaceans.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	200	100%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Reflective portfolio of practical tasks	6 Elements	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM5002	
Module Title	Placement: Developing Culinary Skills	
Classification	Reading List entry	Electronic*
Essential	Escoffier, A. (2011) <i>Le Guide Culinaire</i> . Routledge. London	☒
Essential	Foskett et al (2019) <i>Practical cookery</i> 14th Edn. Hodder Education. London.	☒
Further	Cousins, J. Lillicrap, D. Weekes, S. (2019) <i>Food & Beverage Service</i> . 9 th Edn. Hodder Education. London.	☒
Further	Davis, B. Lockwood, A. Alcott, P. Pantelidis, I.A. (2018) <i>Food and Beverage Management</i> . 6 th Edn. Routledge. London.	☒
Further	Foskett et al (2019) <i>The Theory of Hospitality & catering</i> . 14th Edn. Hodder Education. London	☒
Journals	<i>The Caterer</i>	☒
Journals	<i>Big Hospitality</i>	☒
Journals	<i>Restaurant Magazine</i>	☒
Journals	<i>MRM</i>	☒
Websites	www.thecaterer.com	☒

Module Code	BMGM5002	
Module Title	Placement: Developing Culinary Skills	
Classification	Reading List entry	Electronic*
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.modernrestaurantmagazine.com	☒
Websites	www.typsy.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒

Module Code	BMGM5003
Title	Placement: Developing Customer Experience and Service Skills
Date	01/11/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To evolve students understanding of the role and importance of hospitality and guest services practices within the restaurant environment. Students will be introduced to appropriate customer experience management methods and operational practices and appreciate the importance of identifying and satisfying guest needs, supported by appropriate service skills.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate critical understanding of the importance of maximising a positive customer experience, valuing the importance of guest opinion within the service experience and the practical skills to achieve this
- Evaluate the range of service skills available both personally and within the colleague team and the provision of these within the ever-changing environment of service in restaurants whilst achieving service excellence.

INDICATIVE CONTENT

- Demonstrating excellent service- and understanding what this means for the diner and restaurant, including knowledge of all menus being offered, 'special' items, specific times menus for example lunchtimes, afternoon tea or dinner service.
- Enhancing the customer experience by developing skill at beverage suggestion and recommendation- achieved via practical experience and knowledge from WSET Level 1 award in wines.
- Developing a strategic understanding of guest needs and how these impacts on customer service and making suitable service suggestions to improve diner experience and outcome for the restaurant and by managing complaints and maximising constructive and positive feedback.
- Sharing produce and menu knowledge with team colleagues and developing leadership traits in support of customer experience.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	200	100%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Reflective portfolio of practical tasks	6 Elements	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM5003	
Module Title	Placement: Developing Customer Experience and Service Skills	
Classification	Reading List entry	Electronic*
Essential	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒
Essential	Cousins, J. Lillicrap, D. Weekes, S. (2019) Food and Beverage Service 9 th Edn. Hodder Education. London.	☒
Essential	Solomon, M. (2018) The Heart of Hospitality. <i>Great hotel and restaurant leaders share their secrets</i> . Select Books. Inc New York.	☒
Further	Johnston, R Clark, G. Shulver, M. (2012) Service Operations Management, Pearson, London	☒
Further	Tesone, V. (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, Oxford	☒
Further	Wood, R.C., 2015. Hospitality management: a brief introduction, Sage, London	☒
Further	Wood, R. (2013) Key Concepts in Hospitality Management, Sage, London	☒

Module Code	BMGM5003	
Module Title	Placement: Developing Customer Experience and Service Skills	
Classification	Reading List entry	Electronic*
Further	WSET (2019) Wines: <i>Looking behind the label</i> . WSET. London.	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒
Websites	www.modernrestaurantmagazine.com	☒
Websites	www.wsetglobal.com	☒

Module Code	BMGM5004
Title	Placement: Developing Restaurant Management
Date	01/11/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

To evolve the student's development and practical skills within restaurant management, such as Point of Sale systems, stock management and tracking, reconciliations (end of day), payroll considerations

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Liaise directly with team members within all sections of the operation, under the guidance of the mentor, while showing leadership and direction abilities.
- Develop an awareness of practical 'trouble-shooting' skills to promote the ethos of the restaurant, and reduce problems arising during service (throughout the operation, staff, diners and external influences).
- Successfully use the point-of-sale system within the restaurant and operate system runs and data feedback reports, to allow for analysis to take place and demonstrate critical understanding and skill at end of day reconciliations.

INDICATIVE CONTENT

- The purpose of point-of-sale systems, differing options, how to maximise reports and how these link to daily operations and forecasts/projections.
- Stock management and tracking how does this impact on the business, what systems can be introduced to best manage this and key personnel role within this system.
- Allocation of student as shift leader, with reflections to be recorded within their learning log, critically analysing self, and the effect of their, leadership on the team, and restaurant.
- Teamwork: developing leadership skills, and sharing outcomes with teams, within team feedback and meetings processes.
- Operational tasks: Effectively manage own workload, always considering the wider team, regarding style of service, effectiveness and efficiency of the team and the impact when auditing of such things as upselling, menu enhancement, and beverage additions for example cocktails, aperitifs, and digestifs.
- Problem solving and complaints management.
- Organisational issues: work within policies and procedures relating to safe operation, organisational aims and objectives, mission statement, operations, staffing, training, competition, quality issues, performance measures, management structures, working practices, marketing, health and safety, guest service.
- Operating legally: working legally, maximising safety of self and others, completion of companies training requirement in conjunction with academic assessments.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	200	100%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual presentation	15 minutes	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Report	2000 words	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM5004	
Module Title	Placement: Developing Restaurant Management	
Classification	Reading List entry	Electronic*
Essential	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒
Essential	Lasch, O. (2021) Principles of Management. <i>Practising ethics, Responsibility, Sustainability</i> . Sage London	☒
Further	Tesone, V. (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, Oxford	☒
Further	Heppell, M. (2015) Five Star Service: How to deliver Exceptional Customer Service, Pearson, London	☒

Module Code	BMGM5004	
Module Title	Placement: Developing Restaurant Management	
Classification	Reading List entry	Electronic*
Further	Johnston, R. Clark, G. & Shulver, M. (2012) Service Operations Management, Pearson, London	☒
Journals	Management Today	☒
Journals	International Journal of Hospitality Management	☒
Journals	International Journal of Contemporary Hospitality Management	☒
Journals	Journal of Hospitality Management and Tourism	☒
Journals	Hospitality (Institute of Hospitality)	☒
Websites	www.managementtoday.co.uk	☒
Websites	www.businessballs.com	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒
Websites	www.modernrestaurantmagazine.com	☒

Module Code	BMGM5005
Title	Professional Service
Date	01/11/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To enable students to gain insight into, and comprehend, concepts of organisational design, functions, and processes of management, in addition to recognising the importance of 'management' as an integrating activity.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate a critical understanding of the managerial and business environment within which personnel professionals work and analyse how resourcing an organisation is influenced by internal and external factors that determines a firm's need to recruit, select, socialise, performance manage and mobilise people to meet and exceed their objectives and sustain competitive advantage.
- Effectively communicate the links between personnel development and positive organisational outcomes evidenced in contemporary research and practiced by organisations committed to developing an engaged and talented workforce in possession of the appropriate skills, attitudes and experiences that enables them to sustain life-long employment.
- Coherently and critically analyse the relationship between structure, culture, people, and organisational performance.
- Critically understand the essential nature of managerial work (in terms of both functions and processes) communicate the role of leadership and furthermore, explain the variables that determine effective management and leadership.

INDICATIVE CONTENT

- Theoretical perspectives on organisation and management with a particular focus on the paradigm shift from transition, stability, predictability and order towards flexibility, contingency, and flux.
- Internal (SWOT) and external (PESTLE) environments that impact upon the work of personnel professionals, managing and initiating change for improvement including the nature of work groups and teams.
- Major features of national and international employment markets from which organisations source and mobilise staff; how employment markets are evolving and/or changing; Theories of leadership, within an emphasis on the pivotal importance of leadership ability within times of organisational change and transition
- Staffing processes employed by organisations and how these are now influenced by technology; ensuring such processes are administered lawfully, fairly, efficiently, and

effectively. Discussing the general principles of organisation design, structure, and culture, illustrated through practical examples and applications.

- Processes of managing performance; innovating new working practices; delivering outstanding customer service; breeding an environment where talent may grow; Focussing on managerial behaviour and action, with an analysis of the elements that constitute effective managerial behaviour.
- Individual learning styles; retention and levels of engagement of individuals within firms' psychological theories and explanatory frameworks of individual behaviour, pertaining to:
 - *Personality*
 - *Perception*
 - *Learning*
 - *Attitudinal dispositions, namely motivation, satisfaction, and commitment*
- Traditional and contemporary means of professional development; coaching and mentoring; continuous professional development.
- Ethics and professionalism; commitment to equality of opportunity; managing diversity.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay – case study evaluation	2000 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual presentation	15 minutes	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM5005	
Module Title	Professional Service	
Classification	Reading List entry	Electronic*
Essential	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒
Essential	Ford, R.C, Sturman, M.C (2020) Managing Hospitality Organizations. 2 nd Edn.	☒
Essential	Solomon. M, (2018) The Heart of Hospitality, <i>great Hotel and Restaurant Leaders Share their secrets</i> . SelectBooks. New York	☒
Further	Heppell, M. (2015) Five Star Service: How to deliver Exceptional Customer Service, Pearson, London	☒
Further	Wood. R.C, (2015) Hospitality Management. Sage. London.	☒
Further	Mullins, L & Dosser, P. (2013) Hospitality Management and Organisational Behaviour (5 th Ed) Harlow, Pearson.	☒
Further	Johnston, R. Clark, G. Shulver, M (2012). Service Operations Management, Pearson, London	☒
Journals	People Management (https://www.peoplemanagement.co.uk/)	☒
Journals	International Journal of Human Resource Management: Available at: www.cipd.co.uk/journals	☒
Journals	Learning Organisation	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒
Websites	www.customer1st.co.uk	☒
Websites	www.instituteofcustomerservice.com	☒

Module Code	BMGM6000
Title	Analysis and Review of the Operations Process
Date	01/11/2021
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To provide opportunities for students to demonstrate their growing professional competence in strategic awareness, business orientation and a concern with adding value through initiating and managing change. Such skills promote a deeper understanding of the real world of work and the demands of employers for individuals who are innovative and creative in their undertakings.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Identify with the role of the manager as researcher and work based operational investigator and develop analytical skills to investigate operational process relevant to the organisation.
- Undertake a systematic analysis of data and produce a report that critically evaluates arguments and assumptions, draws realistic and appropriate conclusions, and makes sound and informed judgements to achieve a solution(s).
- Measure analysis against industry benchmarks, ensuring that the target audience is the Restaurant General Manager and stakeholders.

INDICATIVE CONTENT

- The roles of internal and external consultants/ reviewers within an organisation. How their intervention can favourably impact upon sustaining success within an organisation.
- Change management theories that serve as frameworks for implementing and sustaining change within organisations.
- Consultancy/Brand managers/Organisation quality reviewers as a specialism and the potentially positive contribution that such intervention can make to aid an organisation's ability to achieve and sustain competitive advantage through effectively managing change and embrace innovation.
- Identifying projects by studying the significant external or internal influences that impact upon an organisations ability to serve and bring about change and innovation.
- Progressing analysis and review projects from initial idea to the presentation of persuasive, pertinent and actionable reports.
- Literature and research reviews relevant to projects through the study of a wide range of resources, including wherever possible, in-company information that serves to increase the credibility of projects.

- Relative merits of a range of research methods and their relevance to different projects; data collection and handling, reasoning the strengths and weaknesses of each and the circumstances in which they might be used. Include ethical considerations.
- Presenting results clearly and professionally in conventional report format; drawing realistic and meaningful conclusions from data collected; recommendations including costed and timed implementation plans. Including self-improvement by way of reflexivity.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Report	4000 words	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM6000	
Module Title	Analysis and Review of the Operations Process	
Classification	Reading List entry	Electronic*
Essential	Cavusgil. S.T, Pervez. N, Liu. L.A & Ghauri. G, (2021) Doing Business in Emerging Markets. Sage. London	☒
Essential	Dawson. P, Andriopoulos. C, (2021) Managing Change, Creativity & Innovation. 4 th Edn. Sage. London	☒
Essential	Ford. R.C & Sturman. M.C (2020) Managing Hospitality Organizations. 2 nd Edn. Sage. London.	☒
Further	Gray.D.E (2022) Doing Research in the Real World . 5 th Edn. Sage. London	☒

Module Code	BMGM6000	
Module Title	Analysis and Review of the Operations Process	
Classification	Reading List entry	Electronic*
Further	Clegg, S. R. Skyttermoen, T. Vaagaasar, A. L. (2021) <i>Project Management: A value Creation Approach</i> . Sage. London.	☒
Further	Cottrel, S. (2011) <u>Critical Thinking Skills: Developing Effective Analysis and Argument</u> , Palgrave Study Guides, Palgrave Macmillan: Basingstoke	☒
Further	<u>Fisman, R. & Sullivan, T. (2014) The Org: How the Office Really Works</u> , Murray, London	☒
Journal	<i>British Journal of Management</i>	☒
Journal	<i>Coaching at Work</i>	☒
Journal	<i>Harvard Business Review</i>	☒
Journal	<i>International Journal of Employment Studies</i>	☒
Journal	<i>Management Today</i>	☒
Journal	<i>People and Strategy: Journal of the HR Planning Society</i>	☒
Journal	<i>Work, Employment and Society</i>	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒
Websites	www.modernrestaurantmagazine.com	☒

Module Code	BMGM6001
Title	Leading Restaurant Strategy
Date	01/11/2021
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To encourage and develop the student's ability to interpret trends within the current market, the needs and wants of future diners and the key financial information for budgeting, performance measurement and evaluation techniques to allow for a business plan to be written and 'pitched'.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Critically analyse and evaluate the informational requirements of management, particularly in relation to decisions involving revenues, costs and other financial criteria used when writing a business plan.
- Demonstrate a systematic understanding of developing and compiling a business plan to enable its successful production and pitch delivery.

INDICATIVE CONTENT

- Financial planning for sustainability within the restaurant and hospitality industry.
- Cost volume profit analysis: cost behaviour, marginal v absorption costing, costing for short- and long-term decision making, use of marginal costing, limiting factors/ constraints.
- Introduction to budgeting, cash budgets and working capital management.
- Functional and master budgets, sales, materials, labour, and overhead budgets (Pre-opening).
- Property design – planning laws and building regulation controls.
- Recruitment procedures- advertising appropriately.
- Onboarding of staff- designing the training programme.
- Menu design to establish the restaurant concept
- Sourcing and supply chain planning.
- Marketing and advertising campaign techniques- launching the restaurant.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Pre-opening Business Plan	2000 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual pitch presentation of the pre-opening business plan	15 mins	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM6001	
Module Title	Leading Restaurant Strategy	
Classification	Reading List entry	Electronic*
Essential	Blundel, R. Lockett, N, Wang, C & Mawson, S, (2021) Exploring Entrepreneurship. 3 rd Edn. Sage. London	☒
Essential	Ford, R.C, Sturman, M.C (2020) Managing Hospitality Organizations. 2 nd Edn.	☒
Essential	Hayes, D.K, Hayes, J.D, Hayes, P.A (2021) Revenue Management for the Hospitality Industry. 2 nd Edn. Wiley. London	☒
Essential	Mullins, L & Dosser, P. (2013) Hospitality Management and Organisational Behaviour (5 th Ed) Harlow, Pearson.	☒

Module Code	BMGM6001	
Module Title	Leading Restaurant Strategy	
Classification	Reading List entry	Electronic*
Further	Atrill, P. McLaney E (2015) Management Accounting for Decision Makers, FT Prentice Hall	☒
Further	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒
Further	Tranter, K. Stuart-Hill, T. Parker, J. (2013) Introduction to Revenue Management for the Hospitality Industry, London, Pearson	☒
Journals	Accountancy	☒
Journals	Accountancy Age	☒
Journals	International Journal of Business and Accountancy	☒
Journals	The Financial Times	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitalty.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.flowhospitalitytraining.co.uk	☒
Websites	www.modernrestaurantmagazine.com	☒

Module Code	BMGM6002
Title	Marketing and Promoting Restaurant Facilities
Date	01/11/2021
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To critically analyse the segments and target market most suited for the restaurant location and its concept/ethos - whilst judging global impact, providing practical experience of both operational, management and policy issues allowing for the compilation of a realistic marketing and promotional sales plan.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Systematically understand international consumer behaviour to enhance the marketing strategy of the restaurant by gaining knowledge of global customs and culture and critically analyse the effectiveness of current marketing objectives of the organisation.
- Analyse the market and competitor set of the restaurant to provide background information, to generate a marketing and promotional sales plan.
- Evaluate the major features affecting current sales and promotional opportunities that might be available considering market share and segmentation.
- Consider ethical and professional considerations when compiling the marketing and promotional sales plan and demonstrate a commitment to equality of opportunity and managing diversity.

INDICATIVE CONTENT

- Segmentation and target marketing associated with the ethos of the restaurant, company, and wider geographical cultural considerations.
- Sensory marketing and contemporary issues – the influence of destination dining and food culture on the marketing plan.
- Managing customer expectations- truthful marketing and corporate responsibility.
- Promotion of sustainable marketing and the avoidance of greenwashing within marketing and sales planning.
- Maximising digital content, making appropriate choices regarding platform choice and SEO techniques.
- Effective communication skills, within teams and the wider audience to achieve realistic sales planning and promotional opportunities.
- Managing and utilising an effective marketing information system, including legal retention of diner information to grow market share and maximising diner experience - conversion from consumer to customer.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Marketing and promotional sales plan for a restaurant chain	4000 words	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM6002	
Module Title	Marketing and Promoting Restaurant Facilities	
Classification	Reading List entry	Electronic*
Essential	Baack, D.W, Czarnicka. B, Baack. D.,(2019) International Marketing 2 nd Edn. Sage. London	☒
Essential	Bowie, D. Buttle, F. Brookes, M & Mariussen, A (2017), Hospitality Marketing 3 rd Ed, Routledge, London	☒
Essential	Masterson .R, Phillips. N & Pickton. D (2021) Marketing an introduction. 5 th Edn. Sage. London.	☒
Further	Clow, K & Baack, D (2013), Integrated Advertising, Promotion and Marketing Communications 6e, Pearson, London	☒
Further	De Mooij.M,(2019) Global Marketing & Advertising 5 th Edn. Sage . London	☒
Further	Frochot, I. and Batat, W., (2013) Marketing and Designing the Tourist Experience. Goodfellow, Oxford	☒
Further	Gbadamosi. A, (2019) Contemporary Issues in Marketing, <i>principles & practice</i> . Sage. London	☒
Further	Ghauri, P N (2014) International Marketing, 4 th Ed, McGraw Hill, London	☒

Module Code	BMGM6002	
Module Title	Marketing and Promoting Restaurant Facilities	
Classification	Reading List entry	Electronic*
Further	Hulten. B, (2020) Sensory Marketing an introduction. Sage. London.	☒
Further	Kingsnorth. S, (2019).Digital Marketing Strategy, an integrated approach to online marketing. 2 nd Edn. Kogan Page. London.	☒
Journals	<i>European Journal of Marketing</i>	☒
Journals	<i>Journal of Restaurant & Foodservice Marketing</i>	☒
Journals	<i>Journal of Marketing Management</i>	☒
Journals	<i>Journal of Marketing</i>	☒
Journals	<i>Journal of Marketing Research</i>	☒
Journals	<i>Journal of Strategic Marketing</i>	☒
Websites	CIM, The Chartered Institute of Marketing (online) Available from: http://www.cim.co.uk	☒
Websites	Red Herring, the Business of Technology (online) Available from: http://www.redherring.com	☒
Websites	www.shapetheagenda.com	☒
Websites	www.instituteofhospitality.org	☒

Module Code	BMGM6003
Title	Specialist Placement: Leading Staff Development
Date	01/11/2021
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- The student will choose a specialist area within the restaurant operation, to develop their pre-employment skills, working within the organisation they will demonstrate team and staff leadership skills in support of their own learning and that of colleagues.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Efficiently undertake a supervisory position within their area of specialism and critically appreciate the importance of work-based key skills.
- Systematically analyse staff performance, deliver training, demonstrating a systematic knowledge of staff performance criteria to meet restaurant service standards.

INDICATIVE CONTENT

- Training effectiveness within the workplace, why is this needed to maximise team effectiveness.
- Promoting positive effective communication to team members, why these matters within the workplace and the avoidance of knowledge and skill stagnation.
- Analyse the training needs of the workplace, mapping to individual team member training plans whilst considering the objectives of the restaurant, and company, and overarching staff development needs.
- Compiling a training programme for individuals, teams, and oneself, what to include how to measure skill and knowledge acquisition.
- Effective training delivery, using digital methods to maximise staff engagement and access.
- Promoting training for all, considering individual learning styles, needs and adaptation of content and delivery to enhance useability.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	200	100%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Delivery of a colleague seminar training session	20 minutes	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Detailed training support materials (including digital material).	2000 words	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	0%
Practical	100%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM6003	
Module Title	Specialist Placement: Leading Staff Development	
Classification	Reading List entry	Electronic*
Essential	Everett et al (2021) The Tourism, Hospitality, and Events students Guide to Study & Employability	☒
Essential	Friedman, A. (2012) Continuing professional development: lifelong learning of millions. Routledge. London	☒
Essential	Light, G, Cox, R, Calkins, S, (2009) Learning and Teaching in Higher Education, <i>The Reflective Approach</i> . 2 nd Edn. Sage. London	☒
Essential	Scoular, A, (2020) FT Guide to Business Coaching. Financial times. London.	☒
Further	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒
Further	Clegg, S. R. Skyttermoen, T. Vaagaasar, A. L. (2021) Project Management: <i>A value Creation Approach</i> . Sage. London.	☒
Further	Collis, J & Hussey, R (2014), <u>Business Research, A Practical Guide for Undergraduate and Post Graduate Students</u> , Palgrave, London	☒

Module Code	BMGM6003	
Module Title	Specialist Placement: Leading Staff Development	
Classification	Reading List entry	Electronic*
Essential	Everett et al (2021) The Tourism, Hospitality, and Events students Guide to Study & Employability	☒
Further	Cottrell S, (2015) Skills for Success Personal Development and Employability, 3 rd edition, Palgrave. London.	☒
Further	Kolb, D (2014) Experiential Learning: Experience as the source of learning and Development, 2 nd Edition, Pearson FT Press.	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.modernrestaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.ventureteambuilding.co.uk	☒

Module Code	BMGM6004
Title	Specialist Placement: Self-performance Review
Date	01/11/2021
Level	6
Credits	20
Pre-Requisites	None

AIM (S)

- The student will have chosen a specialist area within the restaurant operation, to develop their pre-employment skills, and by doing so develop skills of reflexivity and self-performance review.
- Reflexivity acuity will allow the student to analyse their own development needs, their contemporary role within the workplace, and work practice adaptations required to achieve professional success.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate a systematic understanding, of the restaurant operation, the mission values and vision statements and how these align with their own ability.
- Critically appraise their current performance and learning through the placement considering attitudinal modification and approach to skill acquisition.
- Critically evaluate the importance of work-based key skills and their current success rate regarding essential requirements within the person specification of their chosen job role.
- Systematically analyse management performance within the workplace environment and reflect on their personal contribution to this considering knowledge and skill gain, barriers to development and future development needs.

INDICATIVE CONTENT

- The experience will allow for the student to focus on the specialist area of study promoting opportunities for reflection on experience, needs, interests and chosen career pathway.
- Reflective models and the underpinning theory.
- Reaction to review processes, development of critical analysis skills for oneself.
- Reflect on self-understanding of new consumer trends, changing needs of consumers. National and international perspectives and how this affects them as individuals.
- Review critically, ability of oneself on the completion of supervisory responsibilities, identifying traits, strengths and weakness within managerial style, teamwork and achieving parity and equity within the workplace. Considering reaction to feedback.
- Key skills – communication, teamwork, task management, personal skills reflective of their chosen specialism and operational issues.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	200	100%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Critical self-performance review	4000 words	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM6004	
Module Title	Specialist Placement: Self-performance Review	
Classification	Reading List entry	Electronic*
Essential	The Reflective Practice Guide: An interdisciplinary approach to critical reflection. (2015) Routledge. London.	☒
Essential	Dawson, P. Adriopoulos, C. (2021) Managing Change, Creativity & Innovation. Sage. London	☒
Essential	Kolb, D (2014) Experiential Learning: Experience as the source of learning and Development, 2 nd Edition, Pearson FT Press.	☒
Further	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒
Further	Cottrell S, (2015) Skills for Success Personal Development and Employability, 3 rd edition, Palgrave. London.	☒
Further	Gallagher K, (2016) Essential Study and Employment Skills for Business and Management Students, Oxford	☒
Further	ASET, 2017 Good Practice Guide for Work based Learning and Placement Learning in Higher Education	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒

Module Code	BMGM6004	
Module Title	Specialist Placement: Self-performance Review	
Classification	Reading List entry	Electronic*
Websites	www.restaurantmagazine.com	☒
Websites	www.modernrestaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.gaultmillau.com	☒
Websites	www.guide.michelin.com	☒
Websites	www.wsetglobal.com	☒

Module Code	BMGM6005
Title	Specialist Placement: Consultancy
Date	01/11/2021
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To demonstrate the students growing professional competence in strategic awareness, business orientation and a concern with adding value through initiating and managing change within the placement restaurant.
- The student will consider the role of consultancy within the restaurant and what influences improvement, in practical elements of operations including service and what business success looks like.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Identify with the role of a management consultant and initiate and carry out a project that is of strategic relevance to the placement restaurant.
- Undertake a systematic analysis of data and produce and present a paper that critically evaluates arguments and assumptions, draws realistic and appropriate conclusions, and makes sound and informed judgements to achieve a solution(s), making recommendations to stakeholders (e.g. the restaurant general manager).

INDICATIVE CONTENT

- The roles of internal and external consultants within an organisation, how consultants' intervention can favourably impact upon sustaining success within an organisation.
- Change management theories that serve as frameworks for implementing and sustaining change within organisations.
- Consultancy as a specialism and the potentially positive contribution that such intervention can make to aid an organisation's ability to achieve and sustain competitive advantage through effectively managing change and embrace innovation.
- Identifying projects by studying the significant external or internal influences that impact upon an organisations ability to serve and bring about change and innovation.
- Progressing consultancy projects from initial idea to the presentation of persuasive, pertinent and actionable reports.
- Literature and research reviews relevant to projects through the study of a wide range of resources, including wherever possible, in-company information that serves to increase the credibility of projects.
- Relative merits of a range of research methods and their relevance to different projects; data collection and handling, reasoning the strengths and weaknesses of each and the circumstances in which they might be used. Include ethical considerations.
- Presenting results clearly and professionally in conventional report format; drawing realistic and meaningful conclusions from data collected; recommendations including costed and timed implementation plans and paths to self-improvement in consultancy and project management through reflective review.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0%	0%
Independent learning	0%	0%
Placement learning	200	100%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Consultancy Report	2000 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual presentation	15-minutes	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMGM6005	
Module Title	Specialist Placement: Consultancy	
Classification	Reading List entry	Electronic*
Essential	Clegg, S. R. Skyttermoen, T. Vaagaasar, A. L. (2021) Project Management: <i>A value Creation Approach</i> . Sage. London.	☒
Essential	Dawson, P. Adriopoulos, C. (2021) Managing Change, Creativity & Innovation. Sage. London	☒
Essential	Ford, R.C, Sturman, M.C (2020) Managing Hospitality Organizations. 2 nd Edn.	☒
Further	Brown, D.R (2019) 5 th Edn. The Restaurant Managers Handbook. <i>How to set Up, Operate, and Manage a Financially Successful Food Service Operation</i> . Atlantic Publishing Group Inc. Florida.	☒

Module Code	BMGM6005	
Module Title	Specialist Placement: Consultancy	
Classification	Reading List entry	Electronic*
Further	Davis, B. Lockwood, A. Alcott, P. Pantelidis, I.A. (2018) Food and Beverage Management. 6 th Edn. Routledge. London.	☒
Further	Everett. S, et al (2021) The tourism, Hospitality and Events students Guide to study & employability. Sage. London	☒
Websites	www.thecaterer.com	☒
Websites	www.bighospitality.co.uk	☒
Websites	www.restaurantmagazine.com	☒
Websites	www.modernrestaurantmagazine.com	☒
Websites	www.instituteofhospitality.org	☒
Websites	www.gaultmillau.com	☒
Websites	www.guide.michelin.com	☒
Websites	www.wsetglobal.com	☐