Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

# MODULE DIRECTORY

**BA (Hons) International Gastronomy Management**

**Diploma of Higher Education International Gastronomy Management**

**Certificate of Higher Education International Gastronomy Management**

## LEVELS 4-6
**(2023, 2-semester model delivery)**

## ACADEMIC DISCIPLINE:
## Hospitality and Tourism Management

## INSTITUTE OF MANAGEMENT AND HEALTH

## 2025-2026

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## INTRODUCTION

This Module Directory includes all the modules for Levels 4-6 within the BA International Gastronomy Management programme in the academic year 2025-2026.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

**MODULES**

| | |
|---|---|
| **Module Code** | **BMGM4000 / BMGM4000D** |
| **Title** | **Effective Management** |
| **Date** | **09/02/2022** |
| **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 / BMGM4000D** | |
|---|---|---|
| **Module Title** | **Effective Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Brown, D.R (2019) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. Atlantic Publishing Group Inc. Florida. | ☒ |
| Essential | Ford, S.C. Sturman, M.C. (2020) Managing Hospitality Organizations. 2nd 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 | ☒ |

| Module Code | BMGM4000 / BMGM4000D | |
|---|---|---|
| **Module Title** | **Effective Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Journals | Management Today | ☒ |
| Journals | International Journal of Hospitality Management | ☒ |
| Journals | International Journal of Contemporary Hospitality Management | ☒ |
| Journals | Hospitality (Institute of Hospitality) | ☒ |
| 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** | **BMGM4001 / BMGM4001D** |
| **Title** | **Introduction to Gastronomy** |
| **Date** | **09/02/2022** |
| **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 / BMGM4001D** | |
|---|---|---|
| **Module Title** | **Introduction to Gastronomy** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Cousins, J. Lilicrap, D & Weekes, S. (2019) Food and Beverage Service. 9th Edn. Hodder Education. London. | ☒ |
| Essential | Escoffier, A. (2011) Le Guide Culinaire. Routledge. London | ☒ |
| Essential | Everett, S. (2016) Food & Drink Tourism. *Principles and Practice.* Sage. London. | ☒ |
| Essential | Larousse. (2009) Larousse Gastronomique. Octopus. London | ☒ |

| Module Code | BMGM4001 / BMGM4001D | |
|---|---|---|
| **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) Scoff: *A History of Food and Class in Britain.* Atlantic books. London | ☒ |
| Further | Solomon, M. (2018) The Heart of Hospitality. *Great Hotel and Restaurant Leaders share their secrets*. SelectBooks. New York. | ☒ |
| Further | Davis, B. Lockwood, A. Alcott, P and Pantelidis, I.S. (2018) Food and Beverage Management. 6th Edn. Routledge. London. | ☒ |
| Further | Stevenson, S. and Nash, C. (2011) Food Safety for Supervisors. Chartered Institute of Environmental Health. London. | ☒ |
| Journals | *The Caterer* | ☒ |
| Journals | *Big Hospitality* | ☒ |
| Journals | *Restaurant Magazine* | ☒ |
| Journals | *MRM* | ☒ |
| 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** | **09/02/2022** |
| **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 14th Edn. Hodder Education. London. | ☒ |
| Further | Davis, B. Lockwood, A. Alcott, P. Pantelidis, I.A. (2018) Food and Beverage Management. 6th Edn. Routledge. London. | ☒ |
| Further | Cousins, J. Lilicrap, D.Weekes, S. (2019) Food & Beverage Service. 9th Edn. Hodder Education. London. | ☒ |
| Further | Foskett et al (2019) The Theory of Hospitality & catering. 14th 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 | ☒ |

| Module Code | BMGM4002 | |
|---|---|---|
| **Module Title** | **Placement: Culinary Skills** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| 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 | *The Caterer* | ☒ |
| Journals | *Big Hospitality* | ☒ |
| Journals | *Restaurant Magazine* | ☒ |
| Journals | *MRM* | ☒ |
| Websites | www.thecaterer.com | ☒ |
| Websites | www.bighospitalty.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** | **09/02/2022** |
| **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) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. Atlantic Publishing Group Inc. Florida. | ☒ |
| Essential | Cousins, J. Lillicrap, D. Weekes, S. (2019) Food and Beverage Service 9th Edn. Hodder Education. London. | ☒ |
| Further | Solomon, M. (2018) The Heart of Hospitality. *Great hotel and restaurant leaders share their secrets.* 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 | ☒ |

| Module Code | BMGM4003 | |
|---|---|---|
| **Module Title** | **Placement: Customer Experience and Service Skills** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Further | Wine & Spirit Education Trust. (2021) An Introduction to Wine. Cambridge Editorial Ltd. Cambridge. | ☒ |
| Further | Fanthorne, C (2004) Work Placements – Survival Guide for Students 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.bighospitalty.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** | **09/02/2022** |
| **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) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. 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 | ☒ |

| Module Code | BMGM4004 | |
|---|---|---|
| **Module Title** | **Placement: Restaurant Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Further | Fanthorne, C (2004) Work Placements – Survival Guide for Students Macmillan, Basingstok | ☒ |
| 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.bighospitalty.co.uk | ☒ |
| Websites | www.restaurantmagazine.com | ☒ |
| Websites | www.instituteofhospitality.org | ☒ |
| Websites | www.flowhospitalitytraining.co.uk | ☒ |
| Websites | www.modernrestaurantmagazine.com | ☒ |

| | |
|---|---|
| **Module Code** | **BMGM4005 / BMGM4005D** |
| **Title** | **Produce, Provenance and Sourcing** |
| **Date** | **09/02/2022** |
| **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 larder 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 / BMGM4005D** | |
|---|---|---|
| **Module Title** | **Produce, Provenance and Sourcing** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Solomon, M. (2018) The Heart of Hospitality. *Great Hotel and Restaurant Leaders share their secrets*. SelectBooks. New York. | ☒ |
| Essential | Davis, B. Lockwood, A. Alcott, P and Pantelidis, I.S. (2018) Food and Beverage Management. 6th Edn. Routledge. London. | ☒ |
| Essential | Everett,S. (2016) Food & Drink Tourism. *Principles and Practice.* Sage London. | ☒ |

| Module Code | BMGM4005 / BMGM4005D | |
|---|---|---|
| **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. *An introduction*. 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 | *The Caterer* | ☒ |
| Journals | *Big Hospitality* | ☒ |
| Journals | *Restaurant Magazine* | ☒ |
| Journals | *MRM* | ☒ |
| Websites | www.thecaterer.com | ☒ |
| ebsites | www.bighospitalty.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 / BMGM5000D** |
| **Title** | **Embedding Sustainability within Organisations** |
| **Date** | **09/02/2022** |
| **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 / BMGM5000D** | |
|---|---|---|
| **Module Title** | **Embedding Sustainability within Organisations** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Beirman, D. (2022) Tourism Crises & Destination Recovery. Sage. London. | ☒ |
| Essential | Haski-Levanthal, D. (2022) 2nd Edn. Strategic Corporate social Responsibility. *A holistic approach to Responsible & sustainable business.* Sage. London. | ☒ |
| Essential | Hawkins R and Bohdanowicz. P. Responsible Hospitality (2012) Theory and Practice. Goodfellow Publishers Ltd. Oxford. | ☒ |
| Further | Blowfield, M. (2013) Business and Sustainability, OUP, Oxford. | ☒ |

| Module Code | BMGM5000 / BMGM5000D | |
|---|---|---|
| **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*, Principles and Practice.* 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** | **BMGM5006** |
| **Title** | **International Mobility Opportunity** |
| **Date** | **13/02/2024** |
| **Level** | **5** |
| **Credits** | **60** |
| **Pre-Requisites** | **1. Successful Application to International Mobility Programme**<br>**2. A Level 4 average of 60 or above** |
| **DBS Check** | **May be required ☒ Not required ☐** |

**AIM(S)**

- To offer students the opportunity to pursue an appropriate range of learning experiences whilst studying abroad.

**LEARNING OUTCOMES**

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

- demonstrate the ability to complete an appropriate number of study units at the appropriate level in an approved host institution outside the UK;
- compare and evaluate the approaches to the student's subject between home and host institutions;
- demonstrate critical reflection of the impact of studying abroad on their knowledge, practice and understanding of the subject;
- demonstrate critical reflection on the transformative impact of studying abroad, exploring how the international experience has influenced personal growth, cultural awareness, and the development of transferable skills;
- communicate effectively to a range of audiences.

**INDICATIVE CONTENT**

The specific content of this module will be personalised for each student.

A Learning Agreement will be created by the appropriate Discipline representative and the International Mobility team to include (as appropriate):

- the specific details of the courses in the host institution which the student agrees to attend and complete assignments for whilst studying abroad;
- details of additional compulsory practical tasks to be completed during the Study Abroad (e.g. membership of appropriate societies, clubs, teams etc.);
- details of any additional assessment tasks which could be deemed necessary to fulfil the Aims of the Programme of Study. These agreed additional assessment tasks would normally involve the negotiation of:
    - specific suitable assessments for additional areas of study;
    - the intended learning outcomes of the areas of study;
    - the process by which learning outcomes are to be achieved;
    - the proposed assessment tasks, designed to provide evidence that the learning outcomes have been achieved;
    - the proposed assessment criteria linked to the learning outcomes.

- In consultation with the Discipline representative the student will negotiate:
    - a programme of reading and/or research;
    - arrangements for interaction with the tutor during the Study Abroad;
    - a date for the final submission of work that allows appropriate progression to the next level of study.

During the Study Abroad phase, the student will undertake all aspects of the agreed Learning Agreement. In addition, the student will maintain regular contact with relevant staff at the University to monitor progress, including a named tutor or Discipline representative.

Upon return to the UK, the student must ensure that a full record of all work, including copies of all formal assessments undertaken in the host institution during the Study Abroad, is kept and brought back to the University following the Study Abroad. These must be presented to the Academic Director, or named Discipline representative.

**Study Time Allocation**

The study time for the module is divided as follows:

| **Activity type** | **Hours** | **Percentage** |
|---|---|---|
| Scheduled learning | | |
| Independent learning | 600 | 100 |
| Placement learning | | |
| **TOTAL** | **600** | **100%** |

**ASSESSMENT**

**Assessment Component 1**
***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| **Mode of assessment** | **Volume** | **Weighting** |
|---|---|---|
| Portfolio | As per the individual learning agreement, taking into account the study units successfully abroad, and to include at least two components of additional work. | 100% |

**Assessment Summary**

| **Activity type** | **Percentage** |
|---|---|
| Written exam | |
| Coursework | 100% |
| Practical | |
| **TOTAL** | **100%** |

| | |
|---|---|
| **Module Code** | **BMGM5001 / BMGM5001D** |
| **Title** | **Marketing and Sales** |
| **Date** | **09/02/2022** |
| **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 / BMGM5001D** | |
|---|---|---|
| **Module Title** | **Marketing and Sales** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Baack, D.W, Czarnecka. B, Baack. D,.(2019) International Marketing 2nd Edn. Sage. London | ☒ |
| Essential | Bowie, D. Buttle, F. Brookes, M & Mariussen, A (2017), Hospitality Marketing 3rd Ed, Routledge, London | ☒ |
| Essential | Masterson .R, Phillips. N & Pickton. D (2021) Marketing an introduction. 5th Edn. Sage. London. | ☒ |
| Further | Clow, K & Baack, D (2013), Integrated Advertising, Promotion and Marketing Communications 6e, Pearson, London | ☒ |

| Module Code | BMGM5001 / BMGM5001D | |
|---|---|---|
| **Module Title** | **Marketing and Sales** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Further | De Mooij.M,(2019) Global Marketing & Advertising 5th 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, *principles & practice.* Sage. London | ☒ |
| Further | Ghauri, P N (2014) International Marketing, 4th 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. 2nd Edn. Kogan Page. London. | ☒ |
| Journals | *European Journal of Marketing* | ☒ |
| Journals | *Journal of Restaurant & Foodservice Marketing* | ☒ |
| Journals | *Journal of Marketing Management* | ☒ |
| Journals | *Journal of Marketing* | ☒ |
| Journals | *Journal of Marketing Research* | ☒ |
| Journals | *Journal of Strategic Marketing* | ☒ |
| 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** | **09/02/2022** |
| **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) Le Guide Culinaire. Routledge. London | ☒ |
| Essential | Foskett et al (2019) Practical cookery 14th Edn. Hodder Education. London. | ☒ |
| Further | Cousins, J. Lillicrap, D. Weekes, S. (2019) Food & Beverage Service. 9th Edn. Hodder Education. London. | ☒ |
| Further | Davis, B. Lockwood, A. Alcott, P. Pantelidis, I.A. (2018) Food and Beverage Management. 6th Edn. Routledge. London. | ☒ |
| Further | Foskett et al (2019) The Theory of Hospitality & catering. 14th Edn. Hodder Education. London | ☒ |
| Journals | *The Caterer* | ☒ |
| Journals | *Big Hospitality* | ☒ |
| Journals | *Restaurant Magazine* | ☒ |
| Journals | *MRM* | ☒ |

| Module Code | BMGM5002 | |
|---|---|---|
| Module Title | Placement: Developing Culinary Skills | |
| Classification | Reading List entry | Electronic* |
| Websites | www.thecaterer.com | ☒ |
| Websites | www.bighospitalty.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** | **09/02/2022** |
| **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 al 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) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. Atlantic Publishing Group Inc. Florida. | ☒ |
| Essential | Cousins, J. Lillicrap, D. Weekes, S. (2019) Food and Beverage Service 9th Edn. Hodder Education. London. | ☒ |
| Essential | Solomon, M. (2018) The Heart of Hospitality. *Great hotel and restaurant leaders share their secrets.* 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 | ☒ |

| Module Code | BMGM5003 | |
|---|---|---|
| Module Title | Placement: Developing Customer Experience and Service Skills | |
| Classification | Reading List entry | Electronic* |
| | | |
| Further | Wood, R. (2013) Key Concepts in Hospitality Management, Sage, London | ☒ |
| Further | WSET (2019) Wines: *Looking behind the label*. WSET. London. | ☒ |
| 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 | ☒ |
| Websites | www.wsetglobal.com | ☒ |

| Module Code | BMGM5004 |
|---|---|
| Title | Placement: Developing Restaurant Management |
| Date | 09/02/2022 |
| 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 mange 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) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. Atlantic Publishing Group Inc. Florida. | ☒ |
| Essential | Lasch, O. (2021) Principles of Management. *Practising ethics, Responsibility, Sustainability.* Sage London | ☒ |
| Further | Tesone, V. (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, Oxford | ☒ |

| Module Code | BMGM5004 | |
|---|---|---|
| **Module Title** | **Placement: Developing 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.managementtoday.co.uk | ☒ |
| Websites | www.businessballs.com | ☒ |
| 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 | BMGM5005 / BMGM5005D |
|---|---|
| Title | Professional Service |
| Date | 09/02/2022 |
| 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 firms 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 / BMGM5005D** | |
|---|---|---|
| **Module Title** | **Professional Service** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Brown, D.R (2019) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. Atlantic Publishing Group Inc. Florida. | ☒ |
| Essential | Ford, R.C, Sturman, M.C (2020) Managing Hospitality Organizations. 2nd Edn. | ☒ |
| Essential | Solomon. M, (2018) The Heart of Hospitality, *great Hotel and Restaurant Leaders Share their secrets*. 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 (5th 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 / BMGM6000D |
|---|---|
| Title | Analysis and Review of the Operations Process |
| Date | 09/02/2022 |
| 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 / BMGM6000D | |
|---|---|---|
| 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. 4th Edn. Sage. London | ☒ |
| Essential | Ford. R.C & Sturman. M.C (2020) Managing Hospitality Organizations. 2nd Edn. Sage. London. | ☒ |

| Module Code | BMGM6000 / BMGM6000D | |
|---|---|---|
| **Module Title** | **Analysis and Review of the Operations Process** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Further | Gray.D.E (2022) Doing Research in the Real World . 5th Edn. Sage. London | ☒ |
| Further | Clegg, S. R. Skyttermoen, T. Vaagaasar, A. L. (2021) Project Management: *A value Creation Approach*. Sage. London. | ☒ |
| Further | Cottrel, S. (2011) Critical Thinking Skills: Developing Effective Analysis and Argument, Palgrave Study Guides, Palgrave Macmillan: Basingstoke | ☒ |
| Further | Fisman, R. & Sullivan, T. (2014) The Org: How the Office Really Works, Murray, London | ☒ |
| Journal | *British Journal of Management* | ☒ |
| Journal | *Coaching at Work* | ☒ |
| Journal | *Harvard Business Review* | ☒ |
| Journal | *International Journal of Employment Studies* | ☒ |
| Journal | *Management Today* | ☒ |
| Journal | *People and Strategy: Journal of the HR Planning Society* | ☒ |
| Journal | *Work, Employment and Society* | ☒ |
| 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** | **BMGM6001 / BMGM6001D** |
| **Title** | **Leading Restaurant Strategy** |
| **Date** | **09/02/2022** |
| **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 / BMGM6001D | |
|---|---|---|
| **Module Title** | **Leading Restaurant Strategy** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Blundel, R. Lockett. N, Wang. C & Mawson. S, (2021) Exploring Entrepreneurship. 3rd Edn. Sage. London | ☒ |
| Essential | Ford, R.C, Sturman, M.C (2020) Managing Hospitality Organizations. 2nd Edn. | ☒ |
| Essential | Hayes. D.K, Hayes. J.D, Hayes. P.A (2021) Revenue Management for the Hospitality Industry. 2nd Edn. Wiley. London | ☒ |

| Module Code | BMGM6001 / BMGM6001D | |
|---|---|---|
| **Module Title** | **Leading Restaurant Strategy** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Mullins, L & Dosser, P. (2013) Hospitality Management and Organisational Behaviour (5th Ed) Harlow, Pearson. | ☒ |
| Further | Atrill, P. McLaney E (2015) Management Accounting for Decision Makers, FT Prentice Hall | ☒ |
| Further | Brown, D.R (2019) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. 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 / BMGM6002D |
|---|---|
| Title | Marketing and Promoting Restaurant Facilities |
| Date | 09/02/2022 |
| 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 / BMGM6002D** | |
|---|---|---|
| **Module Title** | **Marketing and Promoting Restaurant Facilities** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Baack, D.W, Czarnecka. B, Baack. D,.(2019) International Marketing 2nd Edn. Sage. London | ☒ |
| Essential | Bowie, D. Buttle, F. Brookes, M & Mariussen, A (2017), Hospitality Marketing 3rd Ed, Routledge, London | ☒ |
| Essential | Masterson .R, Phillips. N & Pickton. D (2021) Marketing an introduction. 5th 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 5th 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*, principles & practice.* Sage. London | ☒ |

| Module Code | BMGM6002 / BMGM6002D | |
|---|---|---|
| **Module Title** | **Marketing and Promoting Restaurant Facilities** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Further | Ghauri, P N (2014) International Marketing, 4th 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. 2nd Edn. Kogan Page. London. | ☒ |
| Journals | *European Journal of Marketing* | ☒ |
| Journals | *Journal of Restaurant & Foodservice Marketing* | ☒ |
| Journals | *Journal of Marketing Management* | ☒ |
| Journals | *Journal of Marketing* | ☒ |
| Journals | *Journal of Marketing Research* | ☒ |
| Journals | *Journal of Strategic Marketing* | ☒ |
| 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** | **09/02/2022** |
| **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, *The Reflective Approach.* 2nd Edn. Sage. London | ☒ |
| Essential | Scoular. A, (2020) FT Guide to Business Coaching. Financial times. London. | ☒ |
| Further | Brown, D.R (2019) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. Atlantic Publishing Group Inc. Florida. | ☒ |
| Further | Clegg, S. R. Skyttermoen, T. Vaagaasar, A. L. (2021) Project Management: *A value Creation Approach*. Sage. London. | ☒ |
| Further | Collis, J & Hussey, R (2014), Business Research, A Practical Guide for Undergraduate and Post Graduate Students, 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, 3rd edition, Palgrave. London. | ☒ |
| Further | Kolb, D (2014) Experiential Learning: Experience as the source of learning and Development, 2nd Edition, Pearson FT Press. | ☒ |
| Websites | www.thecaterer.com | ☒ |
| Websites | www.bighospitalty.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 | 09/02/2022 |
| 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, 2nd Edition, Pearson FT Press. | ☒ |
| Further | Brown, D.R (2019) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. Atlantic Publishing Group Inc. Florida. | ☒ |
| Further | Cottrell S, (2015) Skills for Success Personal Development and Employability, 3rd 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.bighospitalty.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 | 09/02/2022 |
| 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: *A value Creation Approach*. Sage. London. | ☒ |
| Essential | Dawson, P. Adriopoulos, C. (2021) Managing Change, Creativity & Innovation. Sage. London | ☒ |

| Module Code | BMGM6005 | |
|---|---|---|
| **Module Title** | **Specialist Placement: Consultancy** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Ford, R.C, Sturman, M.C (2020) Managing Hospitality Organizations. 2nd Edn. | ☒ |
| Further | Brown, D.R (2019) 5th Edn. The Restaurant Managers Handbook. *How to set Up, Operate, and Manage a Financially Successful Food Service Operation*. Atlantic Publishing Group Inc. Florida. | ☒ |
| Further | Davis, B. Lockwood, A. Alcott, P. Pantelidis, I.A. (2018) Food and Beverage Management. 6th 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.bighospitalty.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 | ☐ |