

MODULE TITLE	Management decision making in food and beverage operations		
Module Code	44-7978-00S		
Level	7		
Credit Points	15		
Indicative Assessment Components & Percentage Weightings	Coursework 50% Coursework 50%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar YES	Long: 2 semesters NO	Short: 1 semester YES	Other delivery pattern: None

1 MODULE AIMS

The aims of the module are to:

1. investigate and understand the context of food and beverage provision within food and beverage operations through both experiential and taught learning experiences
2. develop knowledge of the current issues facing the management of food and beverage operations
3. develop your understanding of the issues of managing food and beverage operations for optimal business performance

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. critically appraise and evaluate the food and beverage business environment.
2. research and evaluate current trends and issues related to food and beverage provision;
3. analyse and re-engineer operational process for optimal business performance.
4. critically reflect and evaluate your own skills in food and beverage provision.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module takes a varied approach to teaching and learning. Students will undertake core lectures to provide an enabling framework to support the technical aspects of purchasing, food production, menu development and planning; and current issues and trends in the food and beverage sector market. Lectures will be supported by workshops and seminars which will provide the platform for direct, practical engagement with the subject facilitating the opportunity for student-led discussion and debate. Work of a practical nature support the student in their analysis of a business operation.

The module will be assessed by course work. Assessment one will require an analysis of a food and beverage operation which will be supported by assessment two which will be a professional reflective analysis.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Academic report	CW	50%	2500 words	Yes
2	Technical report	CW	50%	2500 words	No

4 INDICATIVE MODULE CONTENTS / TOPICS

Within this module students will explore issues around 2 key areas:

- The context and business environment within the sector, and will examine the implications for, for instance, menu development, production systems and purchasing.
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- Deploy a range of diagnostic and analytical tools used in the compilation and analysis of: purchasing, production systems, menu construction, sales mechanisms to ensure high levels of business performance.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
 - Module Handbook
 - Module Blackboard site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review