

## **MODULE DESCRIPTOR**

<b>TITLE</b>	Exploring Strategy in the Food Industry			
<b>SI MODULE CODE</b>	44-6878-00L			
<b>CREDITS</b>	20			
<b>LEVEL</b>	6			
<b>JACS CODE</b>	D600			
<b>SUBJECT GROUP</b>	Food			
<b>DEPARTMENT</b>	Service Sector Management			
<b>MODULE LEADER</b>	Paul Beresford			
<b>NOTIONAL STUDY HOURS BY TYPE</b>	Tutor-led	Tutor-directed	Self-directed	Total Hours
	36	54	110	200

## **MODULE AIM(S)**

This module aims to

1. develop student knowledge and understanding of food strategy
2. develops learners ability to select and apply appropriate models, concepts and theories to solve food strategy problems
3. enhance students independent and autonomous learning skills
4. enhance students professional and academic communication skills

## **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

1. identify and critically evaluate key concepts, theories and practices in food strategy
2. select, interpret and apply data of a strategic nature, related to a selected food organisation
3. critically evaluate strategic objectives, practices and decisions of food organisations
4. evaluate and synthesise information relating to the wider strategic context of food organisations
5. communicate written information, issues, problems and strategic solutions to specialist and non-specialist audiences to a professional standard
6. act autonomously as a self-directed learner

## **LEARNING AND TEACHING METHODS**

**Teaching** will include interactive seminars and self-directed learning. In particular, the approach will seek to encourage independent, student-led learning. The seminar programme incorporates formative assessment to guide students towards the attainment of the learning outcomes and the required summative assessment.

**Resources** will include access to the module outline, Virtual Learning Environment and the availability of one-one tutor appointments through timetables sessions.

## **ASSESSMENT STRATEGY AND METHODS**

The module will incorporate two assessment tasks. (1) An individual poster presentation with briefing notes. (2) An individual written report.

Task No.	<a href="#">TASK DESCRIPTION</a>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Individual Presentation / Poster and Briefing Paper	CW	40%	15 minutes plus discussion and questions	Y / N
2	Individual written report	CW	60%	3000 words +/-10%	Y / N

[Task Descriptions and SI Codes](#)

## **ASSESSMENT CRITERIA**

<b>Learning Outcome</b>	<b>Minimum Pass Criteria</b>
Identify and critically evaluate key concepts, theories and practices in food strategy	Identify some key concepts, theories and practices with limited critical evaluation undertaken
Select, interpret and apply data of a strategic nature, related to a selected food organisations	Demonstrate a basic ability to select and interpret data of a strategic nature, that is relevant to food organisations
Critically evaluate strategic objectives, practices and decisions of food organisations	Conduct a basic analysis and evaluation of the strategic objectives, practices and decisions of a relevant food organisation
Evaluate and synthesise information relating to the wider strategic context of food organisations	Demonstrate some understanding and appreciation of the wider strategic context and the implications for a relevant food organisation
Communicate written information, issues, problems and strategic solutions to specialist and non-specialist audiences to a professional standard	Satisfactorily present work in an appropriate form relevant to an agreed brief.
To act autonomously as a self-directed learner	Demonstrate a basic aptitude to work as an autonomous, self directed learner

## **FEEDBACK**

Students will attend individual timetabled feedback/forward sessions prior to each assessment task to clarify expectations and criteria on a one-one basis. In addition, individual post-assessment feedback sessions will be timetabled for tutors to communicate assessment feedback and review areas for improvement.

## **LEARNING RESOURCES (INCLUDING READING LISTS)**

### **Recommended Key Text**

Johnson, G., Whittington, R. and Scholes, K. (2011) **EXPLORING STRATEGY** Ninth Edition Pearson Education Limited, ISBN 978-0-0273-73549-6  
Available as an electronic book

### **Supplementary Text**

Mintzberg, H., Ahlstrand, B. and Lampel, J. (1998) **STRATEGY SAFARI** London, Prentice Hall

Academic, trade journals and databases including  
Harvard Business Review, Strategic Management Journal, Strategic Direction, British Food Journal, the Economist, Mintel, GMID, Keynote

All sources and references are available via the library gateway and Virtual Learning Environment

## SECTION 2 'MODEL A' MODULE (INFORMATION FOR STAFF ONLY)

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	Sept 2012

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake. See also *Further Guidance* notes below.

	Module Begins	Module Ends
Course Intake 1	September 2012	May 2013

Is timetabled contact time required for this module?	Yes
Are any staff teaching on this module non-SHU employees?	No
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	N/A

#### MODULE ASSESSMENT INFORMATION

Does the Module (using Model A Assessment Pattern) Require Either*	
Overall Percentage Mark of 40%	Yes
Overall Pass / Fail Grade	No

*\*NB: Choose one of the above – Model A module cannot include both percentage mark and pass/fail graded tasks*

#### 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)	Yes
Single Referral Package for All Referred Students	

*\*if YES complete table below*

#### SINGLE REFERRAL PACKAGE DETAILS

Task No.	<a href="#">TASK DESCRIPTION</a>	SI Code	Task Weighting %	Word Count / Duration
1	Essay	CW	40%	1500
2	Essay	CW	60%	2500

[Task Descriptions and SI Codes](#)

Revised March 2011

#### REVISIONS

Date	Reason
July 2012	Minor Modification

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