Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Contemporary Food Innovation and Technology
SI MODULE CODE	44-6129-00L
CREDITS	20
LEVEL	6
JACS CODE	D610
SUBJECT GROUP	Food
DEPARTMENT	Service Sector Management
MODULE LEADER	John Sorsby

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		154	200

MODULE AIM

To allow students to reflect on what innovation means to them and gain an insight into how innovation is adopted within a contemporary business environment that is facing numerous global pressures on supply, as well as developing key underpinning food and drink technology skills required to undertake effective product innovation.

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

1. Assimilate information from a variety of sources (e.g. marketing, commercial and technological)

2. Critically reflect on the principles of innovation and how they fit into a contemporary business environment

3. Evaluate the underpinning technology associated with developing an innovative product.

4. Recognise the 'softer' skills required to work as a team and develop an innovative product.

5. Consider product quality and safety implications when developing an innovative product (e.g. HACCP, product specifications, technology, sensory).

6. Appreciate the diverse approach to food innovation within food manufacturing and retailing.

7. Perform basic laboratory skills including, weighing and preparing solutions to a specified accuracy

INDICATIVE CONTENT

1. The global supply context of the contemporary food and drink business
2. Emerging thinking on innovation e.g. Open Innovation, Jugaad Innovation
3. The changing nature of the food consumer and the impact on macro trends in the sector
4. Innovation Leadership challenges in a knowledge rich landscape
5. The importance of linking innovation to trust in an era of austerity
6. Effective innovation business models, ensuring payback from innovation

7. Different sources of innovation- cross technology transfer
8. Underpinning technology and safety considerations in a specific category within the food and drink sector

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

The module is designed to encompass a mixture of lectures, interactive seminars and tutor directed practicals with the aim of giving the student an insight into how innovation actually occurs within the sector. The assessments are a combination of enquiry based learning associated with a market overview allied with individual learning within a group who take **their** innovative idea through a classical new product development process, including lab based practicals, culminating in the student participating in a group presentation. The whole module learning's are grounded in a final reflective review, giving the student the opportunity to develop their critical thinking and learning.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Market Overview	CW	50	2,500 words	Y
2	Innovation & Technology Portfolio	CW	50	2.200 words/equivalent	N

FEEDBACK
Students will receive feedback on their performance in the following ways

The module design allows for regular dialogue between students and the tutors. Each task is briefed to the students and in each seminar and practical session there is the opportunity for students to discuss the tasks either on an individual or group basis. Module tutors provide written feedback on the assessment tasks in a timely manner and again there is the opportunity in seminars and practicals for students to discuss how they can improve their performance. Students also have access to tutor e-mail details if they wish to receive feedback or feed-forward information in this way.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts	
Name	Bessant, J. and Tidd, J.
Title	Innovation and Entrepreneurship
Published	2011
Edition	2nd
Name	Chesbrough, H.
Title	Open Innovation: The new imperative for creating and profiting from technology
Published	2003
Edition	1st
Name	Rogers, E
Title	Diffusion of innovations
Published	2003
Edition	1st
Name	Trott, P.
Title	Innovation management and new product development
Published	2002
Edition	2nd
Name	Wheatley, M.
Title	Leadership and the New Science
Published	2006
Edition	3

Supplementary and Alternative Texts	
Title	Jugaad Innovation
Published	2012
Edition	1st

Databases:	
Mintel	
Nielsen	

SECTION 2   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	**10/2013**

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.*

	Module Begins	**Module Ends**
Course Intake 1	01/10/13	31/05/14
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	Y
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?	4 x 1hr lectures (9% exc. self directed learning)

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	