Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Food and Consumer Policy
SI MODULE CODE	19-5F02-00S
CREDITS	10
LEVEL	5
JACS CODE	D640
SUBJECT GROUP	Food Management
DEPARTMENT	Service Sector Management
MODULE LEADER	Jane Eastham

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
18		82	100

MODULE AIM

The aims of this module are to:

- promote knowledge and understanding of food and consumer policy, particularly focusing on the relationship between food, environment, economies, and societies.
- inform students about the influence of public policy upon food industry procurement strategies;
- enable students to appreciate the political dimension of the food system and to assess the responsiveness of industry, government and consumers to social, economic and environmental

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

- Demonstrate an understanding of public policy relating to food and consumers
- Describe the a policy issue in the context of social, economic and environmental conditions
- Examine the impact of food procurement decisions in the context of the present food system in the light of their implications for food security and safety
- Discuss the impact of public policy upon all parties within the supply chain including retailers, processors , the farming community and consumers:

INDICATIVE CONTENT

The implications of European policy areas on the food industry and food pipelines

Policy areas will include
- food policy
- agricultural policy
- Nutritional policy
- consumer policy
- environmental

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

Lectures and seminars and student led seminars.

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	An essay which examines a policy issue in the context of the UK or EU food supply chain	CW	100%	2500	N

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

Feedforward will be given to students throughout their period of study on this module. Students will be expected to bring materials for discussion and presentation on policy issue and their implications and take a lead in the tutorial periods. Feedback will be presented to students within the terms of the University regulations.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Eastham J.F. Sharples L. & Ball S.D. (2001) Food supply chain management, Issues for the hospitality and Retail sectors. Butterworth Heinemann Bourlakis,M (2004) Food supply chain management, Lang, T. And Heasman, M. (2004) Food wars, London, Earthscan. Pretty, Jules (2002) Agriculture Earthscan Government reports

Supplementary and Alternative Texts
Radio and television Countryfile – see TV schedule The Food programme radio 4 – see schedules
Videos Mud sweat and tractor series - see library catalogue
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Journal of **Food**, Agriculture & Environment, British Food Journal Farmers Guardian Farmers weekly The grocer Supply chain management an international journal
Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.
http://www. defra.gov.uk
http://www.polsco.co.uk/index.html/downloads/LocalLinksAppendix4.pdf
http://europa.eu.int/comm/index_en.htm
http://www.eafl.org.uk
http://www.logisticsit.com/absolutenm/templates/article-manufacturing.aspx?articleid=1317&zoneid=2
http://www.ukfg.org.uk/food-supply-chain.php
from farm to fork (European commission) http://ec.europa.eu/publications/booklets/move/46/en.pdf
http://www.ukfg.org.uk/docs/CAPBB2.pdf
http://www.iso.org/iso/toola_4-05.pdf
Low input farming systems http://bookshop.europa.eu/eubookshop/FileCache/PUBPDF/LBNA23060ENC/LBNA23060ENC_002.pdf
On all different agencies http://bookshop.europa.eu/eubookshop/FileCache/PUBPDF/TA7707059ENC/TA7707059ENC_002.pdf

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	Y
Date the changes (or new module) will be implemented	**01/2014**

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	30/09/2013	20/12/2013
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?	N
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?	

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. 1

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.**	