

MODULE DESCRIPTOR

TITLE	International Food Retailing			
SI MODULE CODE	19-5F12-00L			
CREDITS	20			
LEVEL	5			
JACS CODE	<i>D600</i>			
SUBJECT GROUP	<i>Food Group</i>			
DEPARTMENT	<i>Service Sector Management</i>			
MODULE LEADER	<i>Craig Hirst</i>			
NOTIONAL STUDY HOURS BY TYPE	Tutor-led	Tutor-directed	Self-directed	Total Hours
	36		164	200

MODULE AIM(S)

These are the aims of this module

To equip learners with an understanding of the food retail environment and the practices employed by the range of food retailers in meeting their own goals and the needs of their consumers.

MODULE LEARNING OUTCOMES

By the end of this module learners will be able to:

1. Identify and analyse the classifications and categories of food retailers;
2. Evaluate and apply food merchandising concepts and theory
3. Evaluate and apply food retail concepts, theory and practices
4. Select, interpret and apply relevant information and data to food merchandising, and food retail problems
5. Work individually and as a group to synthesise and apply food merchandising and retail information to food industry problems

INDICATIVE CONTENT

These are examples of the content of the module

- Product selection and management
- Food pricing
- Food promotion
- The food service-scape and retail environment
- Store design and layout
- Product display
- Value Chains
- Retail Analysis
- Category Review and Management

LEARNING AND TEACHING METHODS

The approach to teaching and learning on this module is varied. Students will partake in lecturates to provide a framework around which they will be required to read. Lecturates will be supported by seminars and workshops which will provide opportunity for debate and both tutor and student led discussion. Learner autonomy is integral to the teaching strategy in this module and students will be expected to undertake work and activities outside of class and between sessions.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Individual Presentation	CW	50	10 minute presentation with supporting notes (1000 words)	No
2	Industry Report	CW	50	2500 Words	No

[Task Descriptions and SI Codes](#)

ASSESSMENT CRITERIA

Learning Outcome	Minimum Pass Criteria
Analyse the classifications and categories of food retailers	Some analysis and assessment of the classifications and categories of food retailers
Evaluate and apply food merchandising concepts and theory	Some evaluation with application of food merchandising concepts and theory
Evaluate and apply food retail concepts, theory practices	Some evaluation with application of food retailing concepts, theory and practices
Select, interpret and apply relevant information and data to food merchandising, and food retail problems	Able to select and apply relevant information with some interpretation to solve food retail problems
Work individually and as a group to apply food merchandising and retail information to food industry problems	Able to work unsupervised as an individual and group to solve food industry problems

FEEDBACK

Students will receive written summative feedback on the assessment task within the expected 3 week period as specified through the university assessment policy. Formative feedback will be offered throughout the assessment period and will be embedded in the teaching schedule. While the nature of this feedback will be structured around a common framework designed around the specific elements and content that will constitute the tasks, students will be expected to direct and lead the discussion.

LEARNING RESOURCES (INCLUDING READING LISTS)

Recommended Texts
McGoldrick, P. J. (2002). Retail Marketing, McGraw-Hill, London.
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
International Journal of Retail & Distribution Management
British Food Journal
The Grocer
Retail Week
Broad Sheet Newspapers
International Journal of Retail & Distribution Management
British Food Journal
Retail Week

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

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		
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
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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

Does the Module (using Model A Assessment Pattern) Require Either*	
Overall Percentage Mark of 40%	Y
Overall Pass / Fail Grade	Y/N

***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)	Y
Single Referral Package for All Referred Students	N

***if YES complete table below**

SINGLE REFERRAL PACKAGE DETAILS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration
1	Report	CW	50	2500
2	Report	CW	50	2500
3				
4				
5				
6				

[Task Descriptions and SI Codes](#)