PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	**MSc Culinary Innovation Management** (Level 7)
Name and title of any exit qualification(s)	PG Dip PG Cert
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London Le Cordon Bleu
Home School/other teaching departments	Birkbeck Business School
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (1 year) Part-time (2 years) September
Professional, statutory or regulatory body	N/A
QAA subject benchmark group(s) Higher Education Credit Framework for England	N/A
Birkbeck Course Code	TMSCULIN_C.
HECoS Code	100089 100084
Start date of programme	Autumn 2020
Date of programme approval	Autumn 2019
Date of last programme amendment approval	January 2024
Valid for academic entry year	**2025-26**
Programme Director	Nick Pronger
Date of last revision to document	17/01/2024

Admissions requirements

A second-class honours degree (2:2 or above) from a UK university, or an equivalent international qualification. Professional qualifications and/or relevant work experience will also be taken into consideration. Applicants for whom English is a second language will normally be required to hold an IELTS score, achieved within the last two years, of 6.5 with 6 in each subtest. Other English language proficiency tests may also be accepted.

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

Course aims

This programme is designed to respond to the professional needs of a wide range of roles in the culinary industry: emerging entrepreneurs, managers in culinary arts and hospitality disciplines, leaders and innovators in the area of food business or people who are passionate about the food and beverage/ service industry. With emphasis on innovation within the culinary industry, this master's programme aims to prepare managers/graduates to shape the future of the food industry with a creative, sustainable and entrepreneurial approach.

The compulsory modules reflect culinary innovation, creating service experience, management and operational structure with a global perspective. There is an emphasis on positive sustainable change and development within the business of food. The aim of the programme is to enable students to fulfil a role in the food and beverage / service business which is dynamic, innovative and strategic.

Focusing on the future of the food and beverage industry, this master's enables students to build on their strengths and sectorial interests, broaden their knowledge of the food industry and invest their skills in the specific future goals within the industry. In addition to the compulsory modules that address aspects of innovation in a culinary industry context, students will have the opportunity to select two from a menu of option modules from Birkbeck's Department of Management.   In order to support effective enhancement of students' professional capabilities the programme will include critical evaluation of theory, application of theory to practice, identification of contradictions between theory and practice, academic discussion of practice and the technical production of hands-on solutions to problems currently facing the food industry. It will be a high status qualification for experienced practitioners from a range of backgrounds.

In place of a conventional dissertation, the MSc will include an applied research project focused on the Food Industry or the development of an artefact relevant to professional practice.

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 1 year					
7	BUMN159H7	Culinary Design and Development	15	Comp	T1
7	BUMN160H7	Customer Experience Management	15	Comp	T3
7	MOMN073H7	Entrepreneurship and Innovation	15	Comp	T3
7	BUMN161H7	Food Service Operations Management	15	Comp	T2
7	BUMN164D7	Researching Workplace Practice	60	Comp	T3
7	BUMN162H7	Sustainability in the Food and Beverage Industry	15	Comp	T2
7	BUMN163H7	The Food and Beverage Business Environment	15	Comp	T1
Plus 30 credits in options taken from:					
7	BUMN186H7	Principles of Accounting	15	Option	T1
7	BUMN189H7	Business Model Innovation	15	Option	T2
7	BUMN176H7	Introduction to Analytics and Business	15	Option	T1
7	BUMN154H7	Managing Emerging Digital Technologies	15	Option	T3
7	BUMN004H7	International Human Resource Management	15	Option	T1
7	BUMN135H7	Entrepreneurial Venture Creation	15	Option	T1
7	MOMN043H7	Innovation Management	15	Option	T1
7	BUMN085H7	Principles of Marketing (Postgraduate)	15	Option	T1
Part-time – 2 years					
Year 1					
7	BUMN159H7	Culinary Design and Development	15	Comp	T1
7	BUMN160H7	Customer Experience Management	15	Comp	T3
7	MOMN073H7	Entrepreneurship and Innovation	15	Comp	T3
7	BUMN163H7	The Food and Beverage Business Environment	15	Comp	T1
7	BUMN162H7	Sustainability in the Food and Beverage Industry	15	Comp	T2
Plus 15 credits in options taken from:					
7	BUMN186H7	Principles of Accounting	15	Option	T1
7	BUMN189H7	Business Model Innovation	15	Option	T2
7	BUMN176H7	Introduction to Analytics and Business	15	Option	T1
7	BUMN154H7	Managing Emerging Digital Technologies	15	Option	T3
7	BUMN004H7	International Human Resource Management	15	Option	T1
Year 2					
7	BUMN161H7	Food Service Operations Management	15	Comp	T2
7	BUMN164D7	Researching Workplace Practice	60	Comp	T3
Plus 15 credits in options taken from:					
7	BUMN135H7	Entrepreneurial Venture Creation	15	Option	T1
7	MOMN043H7	Innovation Management	15	Option	T1
7	BUMN085H7	Principles of Marketing (Postgraduate)	15	Option	T1

Core: *Module must be taken and passed by student*
Compulsory: *Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)*
Option: *Student can choose to take this module*

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

The principal methods of teaching and learning include:

- Lecturing
- Directed reading
- Class discussion of research articles
- Small group and class discussion of case studies linking theory and practice
- Student-led seminars and presentations
- Supervised individual assignments
- Supervised group exercises
- Supervised independent research
- Online learning through a virtual learning environment where all information and materials relating to the programme and modules are made available.

You will also have access to the Birkbeck Library and e-Library where you can obtain books and journal articles that are required for your studies. A range of student support facilities are also available.

While lecturing is an important mode of knowledge transfer in the programme, most modules also use a mix of other methods of learning and teaching, e.g. group exercises, case studies linking theory and practice, and seminars involving group work and presentations. Lectures are often combined with small group discussions which allow for interaction between students and between students and staff, thus helping to develop socially interactive learning and the ability to work in teams. Individual assignments and the supervised independent research for the project are designed to assess the ability of postgraduate students to take responsibility for their own learning and time management, to search for information, and to carry out work to set deadlines. This demonstrates active engagement with their studies.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment.

Modes of assessment on the programme include reports, presentations, essays, and examinations. The assessment of most modules on the programme is by a combination of coursework assignments of various forms. Optional modules are usually assessed via one assignment and an unseen formal, written examination. The range of assessments used offers students the opportunity to demonstrate a range of academic and professional skills. Each module is assessed by at least two pieces of work, and the marks for each element of

assessment contribute to the overall module mark. The pass mark is 50% for postgraduate work. Work is submitted via our online learning environment, and students can access their marks and feedback online. Teaching and assessment takes place in all three terms, which means that students have regular opportunities to access feedback on their work. The final module gives students the opportunity to undertake and report on an applied research project on a topic of their choice related to the culinary industry and innovation, or to propose the development of an artefact relevant to culinary practice.

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

Students will develop the following skills and learning from the degree:

- Insight into the design and development of culinary systems to offer innovative solutions to the food industry.
- Understanding of situations related to the impact of the business environment, and appreciation of the nature and processes of entrepreneurship and innovation
- The ability to apply various concepts to an understanding of the management of new business creation and growth
- Critical understanding of the role of business in society and a grasp of emerging future social, environmental challenges for business
- an intellectual appreciation of the factors that affect consumer expectations.
- An understanding of key issues involved in managing innovation in firms as well as the rationale and development of technology and innovation
- An ability to identify and develop managerial strategies for food businesses
- The ability to apply operational and strategic management tools to food businesses for profit maximisation
- The demonstration of professionalism and an ethical approach to businesses
- The ability to deal effectively with complex issues from both an academic and a professional perspective, communicating these clearly to specialist and non-specialist audiences

Careers and further study

Graduates can pursue a range of careers in the culinary industry, including:

- product development
- operations management
- marketing
- management positions in hospitality organisations
- education and food writing
- business development
- start-up and corporate entrepreneurship.

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website.

Academic regulations and course management

Birkbeck's academic regulations are contained in its Common Award Scheme Regulations and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services.](#) This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.