

### Programme Specification

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| 1  | <b>Awarding body</b>   | University of London                    |   |    |  |    |
| 2  | <b>Teaching Institution</b>                                  | <b>Birkbeck College</b>                 |   |    |  |    |
| 3  | <b>Programme Title(s)</b>                                    | <b>BBA Culinary Industry Management</b> |   |    |  |    |
| 4  | <b>Programme Code(s)</b>                                     | UBBCULIN_C                              |   |    |  |    |
| 5  | <b>UCAS code</b>   | D690                                    |   |    |  |    |
| 6  | <b>Home Department</b>                                       | Management                              |   |    |  |    |
| 7  | <b>Exit Award(s)</b>   | Cert HE, Dip HE.                        |   |    |  |    |
| 8  | <b>Duration of Study (number of years)</b>                   | <b>3</b>                                |   |    |  |    |
| 9  | <b>Mode of Study</b>   | FT                                      | ✓ | PT |  | DL |
| 10 | <b>Level of Award (FHEQ)</b>                                 | 6                                       |   |    |  |    |
| 11 | <b>Other teaching depts or institution</b>                   | Le Cordon Bleu                          |   |    |  |    |
| 12 | <b>Professional, Statutory Regulatory Body(PSRB) details</b> | N/A                                     |   |    |  |    |
| 13 | <a href="#"><u>QAA Benchmark Statement</u></a>               | N/A                                     |   |    |  |    |

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| 14 | <b>Programme Rationale &amp; Aims</b>   |
|    | <p>Over the last twenty years the global food industry has grown and diversified exponentially in order to meet the needs of an ever changing environment and a highly divergent public. Globally, the environment for the production and supply of food has also seen major changes. Trends, such as, the focus to buy locally, the requirement of new and emergent international markets for produce that is produced sustainably, changes in the national and international distribution and ownership of food (among other factors) have all impacted on the industry and its various stakeholders. At the same time food businesses have also taken advantage of the digital age and the impact of technology for the development of food systems, whilst the use of social media is influencing food trends.</p> <p>This growth and development in food businesses and its associated stakeholders and infrastructure has provided a range of new employment and career opportunities for individuals whose passion is with food. The skills required for persons working in food and beverage businesses in the 21<sup>st</sup> century have extended considerably from those formerly required of a chef or front of house food person. Individuals are now required to have practical skills, coupled with an extensive and diversified knowledge of food and beverage products and services. They also should be knowledgeable in digital marketing and social media and have the ability to make business decisions that make the best use of new and changing markets. Food business managers in the 21<sup>st</sup> century need both the technical skills to build and develop a brand and execute its delivery to a more culturally diverse and demanding customer at every level from fast food to fine dining.</p> <p>This background formed the basis for the proposed honours degree programme which has been developed and will be jointly delivered by Birkbeck and Le Cordon Bleu, both of whom</p> |

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|    | <p>have a tradition of providing high quality educational programmes to a diverse range of students.</p> <p>The programme aims to:</p> <ul style="list-style-type: none"> <li>• Provide students with a solid foundation in food and business which equips them to enter a variety of management careers in the food industry</li> <li>• Enable students to understand the changing environment within which food businesses operate so they can make informed decisions and connect theory to practice</li> <li>• Develop students' practical culinary skills</li> <li>• Provide students with an international perspective on the food industry, from small businesses up to international operations.</li> <li>• Equip students with extensive knowledge of food and beverage products and services</li> <li>• Enable students to develop project management and business management skills</li> <li>• Give students the opportunity to further explore marketing or entrepreneurship through option modules</li> <li>• Develop students' transferable, communication and interpersonal skills to enable them to build a career in the food industry</li> <li>• Facilitate students' appreciation of professional practice through an internship, work-based assignments and a final year work-based research project.</li> </ul>   |
| 15 | <p><b>Entry Criteria</b></p> <p>UCAS tariff points: 112</p> <p>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.</p> <p>Applicants will normally be expected to have grade C in GCSE-level English and Mathematics. Applicants who do not hold this level of qualification may be required to carry out a skills audit at a selection evening, which comprises mathematics and English. This audit assesses an applicant's potential to cope with, and benefit from, a particular programme of study.</p> <p>International Entry Requirements: If English is not your first language or you have not previously studied in English, our usual requirement is the equivalent of an International English Language Testing System (IELTS Academic Test) score of 6.5, with not less than 6.0 in each of the sub-tests. If you don't meet the minimum IELTS requirement, <a href="#">we offer pre-session English courses, foundation programmes and language support services</a> to help you improve your English language skills and get your place at Birkbeck. Visit the International section of our website to find out more about our <a href="#">English language entry requirements and relevant requirements by country</a>.</p> |
| 16 | <p><b>Learning Outcomes</b></p> <p>Successful completion of the BBA will equip students with:</p> <ul style="list-style-type: none"> <li>• A solid foundation in culinary skills, and associated product and management knowledge</li> <li>• Recipe and menu development skills</li> <li>• Familiarity with contemporary marketing principles and practice</li> </ul>  |

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|    | <ul style="list-style-type: none"> <li>• The ability to make business decisions that make the best use of new and changing markets</li> <li>• An understanding of issues of production, distribution, sustainability, operations and product development</li> <li>• The technical skills to build and develop a brand and execute its delivery to a more culturally diverse and demanding customer at every level from fast food to fine dining</li> <li>• A global perspective on the food industry, and an ability to assess the evolving needs of the marketplace</li> <li>• An appreciation of both small food business developments and large scale operations that may be found within national and international companies</li> <li>• The ability to critically evaluate both aspects of workplace practice and their own professional practice in a structured and systematic way</li> <li>• Demonstrate the capacity for independent learning and self-managed professional practice</li> </ul> |
| 17 | <b>Learning, teaching and assessment methods</b> <p>This programme is delivered jointly by Birkbeck and Le Cordon Bleu. Existing modules from the Department of Management are taught mostly through lectures and small group seminars. The modules which are based on professional practice are delivered at the Le Cordon Bleu School and are taught via a combination of workshops or demonstrations and practical sessions.</p> <p>Examinations account for approximately one third of the assessment (with some practical examinations for the culinary modules); the rest of the programme is assessed by coursework in the form of essays, case studies, presentations, group-work tasks and in-class tests. The final research project is assessed 100% by coursework.</p> <p>Students on this award will have access to the full range of support mechanisms, both at Birkbeck and at Le Cordon Bleu.</p>   |
| 18 | <b>Programme Description</b> <p>This degree, jointly delivered by Birkbeck and Le Cordon Bleu London, provides a firm foundation in culinary techniques and management studies that are not only applicable to food businesses but also across other service industries.</p> <p>The programme addresses key concepts together with the project management and development skills required of managers in food businesses in the 21<sup>st</sup> century</p> <p>Students will gain experience of a real food business work environment through an internship component whilst also developing their academic, practical and interpersonal skills</p> <p>The programme enables students to develop their research and presentation skills together with their ability to design, develop and implement systems that assist in the successful operation of a food business</p>  |

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|  | <p>It also encourages forward thinking and the ability to develop ideas that may provide a positive contribution to the changing needs of the global food industry and the environment within which it operates.</p> <p>Graduates will be equipped to enter a variety of management careers in the food industry.</p> |
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| 19                  | Programme Structure |   |         |            |
| Full Time programme |                     |   |         |            |
| Year 1              |                     |   |         |            |
| Level               | Module Code         | Module Title                                    | Credits | Status*    |
| 4                   | BUMN118S4           | Culinary Techniques                             | 30      | Compulsory |
| 4                   | BUMN119H4           | Wine and Beverages                              | 15      | Compulsory |
| 4                   | BUMN120H4           | Global Food and Beverage Environment            | 15      | Compulsory |
| 4                   | BUMN116H4           | Personal and Professional Development I         | 15      | Compulsory |
| 4                   | BUMN077H4           | Management Studies I                            | 15      | Compulsory |
| 4                   | BUMN131H4           | Introduction to Accounting                      | 15      | Compulsory |
| 4                   | BUMN144H4           | Principles of Marketing (Undergraduate)         | 15      | Compulsory |
| Year 2              |                     |   |         |            |
| Level               | Module Code         | Module Title                                    | Credits | Status*    |
| 5                   | BUMN121H5           | Development and Evaluation of Food              | 15      | Compulsory |
| 5                   | BUMN122H5           | Food and Beverage Management                    | 15      | Compulsory |
| 5                   | BUMN123H5           | Food and Beverage Business Concepts             | 15      | Compulsory |
| 5                   | BUMN125H5           | Internship module                               | 15      | Compulsory |
| 5                   | BUMN124H5           | Personal and Professional Development II        | 15      | Compulsory |
| 5                   | BUMN115H5           | Principles of Project Management                | 15      | Compulsory |
| 5                   | BUMN096H5           | Services Marketing                              | 15      | Compulsory |
| 5                   | BUMN104H5           | Digital Marketing                               | 15      | Option     |
| 5                   | BUMN147H5           | Management of Innovation (Level 5)              | 15      | Option     |
| 5                   | BUMN150H5           | Critical Perspectives on People Management      | 15      | Option     |
| Year 3              |                     |   |         |            |
| Level               | Module Code         | Module Title                                    | Credits | Status*    |
| 6                   | BUMN117D6           | Researching the Workplace (Final Year Project)  | 60      | Compulsory |
| 6                   | BUMN126H6           | Ethics and Sustainability in Food and Beverages | 15      | Compulsory |
| 6                   | BUMN127H6           | Service Operations Management                   | 15      | Compulsory |
| 6                   | BUMN128H6           | Personal and Professional Development III       | 15      | Compulsory |
| 6                   | BUMN057H6           | Entrepreneurship and Small Business             | 15      | Option     |
| 6                   | BUMN065H6           | Brand Development                               | 15      | Option     |

**Status\***

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

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| 20 | <b>Regulations</b> <ul style="list-style-type: none"> <li> <b>Admissions</b><br/>           This programme adheres to the College Admissions Policy:<br/> <a href="http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf">http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf</a> </li> <li> <b>Credit Transfer</b><br/>           Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning<br/> <a href="http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf">http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf</a> </li> <li> <b>Programme Regulations</b><br/>           This programme adheres to the College Common Awards Scheme<br/> <a href="http://www.bbk.ac.uk/registry/policies/regulations">http://www.bbk.ac.uk/registry/policies/regulations</a> </li> <li> <b>Programme Specific Regulations (or not applicable)</b><br/> <b>Internship component</b><br/>           Students will have the opportunity to undertake a 10-week (350-400 hours) work placement from July – September between year 1 and year 2 of the programme. The minimum requirement for this is for a student to complete at least 120 hours of work experience in a suitable setting, in order to be able to successfully complete the required elements of assessment for the related year 2 Internship module.         </li> </ul> |
| 19 | <b>Student Attendance Framework – in brief</b> <p>The full version of the 'Student Attendance Framework' is available<br/> <a href="http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf">http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf</a> .</p> <p><b>Principle</b><br/>           Consistent and regular student attendance in class (or equivalent) promotes and affords student success. Inconsistent and irregular attendance is less likely to result in student success and is consistent with lower marks and degree classifications being achieved and awarded.</p> <p><b>Attendance expectation</b><br/>           Birkbeck, University of London expects you to consistently attend all timetabled sessions, including lectures, seminars, group and individual tutorials, learning support sessions, workshops, laboratories, field trips, inductions and demonstrations.</p> <p><b>E-Registers</b><br/>           All Birkbeck students are issued with student cards. Students are expected to take them to classes and to assessment venues and to present them to a member of staff if requested. This is for the purpose of identifying Birkbeck students.</p>  |
| 22 | <b>Student Support and Guidance</b> <p>All Birkbeck students have access to a range of student support services, details can be found on our website here: <a href="http://www.bbk.ac.uk/mybirkbeck/services/facilities">http://www.bbk.ac.uk/mybirkbeck/services/facilities</a></p>   |

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| 23 | <b>Methods of Enhancing Quality and Standards</b>   |
|    | <p>The College has rigorous procedures in place for the monitoring and enhancing its educational provision. This includes regular monitoring of programmes drawing on feedback from various sources including external examiner's reports, student feedback, student achievement and progression data. In addition, departments are reviewed every four to five years through the internal review process that includes external input.</p> <p>For more information please see the Academic Standards and Quality website <a href="http://www.bbk.ac.uk/registry/about-us/operations-and-quality">http://www.bbk.ac.uk/registry/about-us/operations-and-quality</a> .</p> |

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| 24 | <b>Programme Director</b>              | Anita Walsh                       |
| 25 | <b>Start Date</b> ( <i>term/year</i> ) | Autumn 2017                       |
| 26 | <b>Date approved by TQEC</b>           | 14 December 2016 (Chair's action) |
| 27 | <b>Date approved by Academic Board</b> | Spring 2017                       |
| 28 | <b>Date(s) updated/amended</b>         | June 2019                         |