Programme Specification

1	**Awarding body**	University of London
2	**Teaching Institution**	**Birkbeck College**
3	**Programme Title(s)**	**MSc Culinary Innovation Management**
4	**Programme Code(s)**	TMSCULIN_C
5	**UCAS code**	N/A
6	**Home Department**	Management
7	**Exit Award(s)**	PG Cert (60 credits), PG Dip (120 credits)
8	**Duration of Study** (number of years)	1 year full-time; 2 years part-time
9	**Mode of Study**	FT ✓ PT ✓ DL
10	**Level of Award (FHEQ)**	7
11	**Other teaching depts or institution**	Le Cordon Bleu
12	**Professional, Statutory Regulatory Body(PSRB) details**	N/A
13	**QAA Benchmark Statement**	N/A

14	**Programme Rationale & 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.

15	**Entry Criteria**

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.

16	**Learning Outcomes**

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

17	**Learning, teaching and assessment methods**

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.

Students will also have access to the Birkbeck Library and e-Library where they can obtain books and journal articles that are required for their 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.

Assessment methods
The learning outcomes determine the method of assessment for each module on the programme and a range of assessment methods are used on the programme. 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.

18	**Programme Description**

The programme will be taken over one year. Students will complete 8 modules of 15 credits each, plus a 60-credit Research Project or artefact proposal and development.

Compulsory modules:
Culinary Design and Development
Customer Experience Management
Entrepreneurship and Innovation
Food Service Operations Management
Researching Workplace Practice (60 credits)
Sustainability in the Food and Beverage Industry
The Food and Beverage Business Environment

Option modules
Accounting and Financial Management
Entrepreneurial Venture Creation
Innovation and the Knowledge Economy
Innovation: Management and Policy
International Business Strategy

	Principles of Marketing Strategic Management

19	**Programme Structure**

Full Time programme

Year 1

Level	Module Code	Module Title	Credits	Status*
7	BUMN159H7	Culinary Design and Development	15	Compulsory
7	BUMN160H7	Customer Experience Management	15	Compulsory
7	MOMN073H7	Entrepreneurship and Innovation	15	Compulsory
7	BUMN161H7	Food Service Operations Management	15	Compulsory
7	BUMN164D7	Researching Workplace Practice	60	Compulsory
7	BUMN162H7	Sustainability in the Food and Beverage Industry	15	Compulsory
7	BUMN163H7	The Food and Beverage Business Environment	15	Compulsory

Plus 30 credits in options taken from:

7	MOMN083H7	Accounting and Financial Management	15	Option
7	BUMN135H7	Entrepreneurial Venture Creation	15	Option
7	MOMN026H7	Innovation and the Knowledge Economy	15	Option
7	MOMN043H7	Innovation: Management and Policy	15	Option
7	MOMN009H7	International Business Strategy	15	Option
7	BUMN085H7	Principles of Marketing (Postgraduate)	15	Option
7	MOMN082H7	Strategic Management (Postgraduate)	15	Option

Part-time programme

Year 1

7	BUMN159H7	Culinary Design and Development	15	Compulsory
7	BUMN160H7	Customer Experience Management	15	Compulsory
7	MOMN073H7	Entrepreneurship and Innovation	15	Compulsory
7	BUMN163H7	The Food and Beverage Business Environment	15	Compulsory
7	BUMN162H7	Sustainability in the Food and Beverage Industry	15	Compulsory

Plus 15 credits taken from:

7	MOMN083H7	Accounting and Financial Management	15	Option
7	MOMN009H7	International Business Strategy	15	Option
7	MOMN082H7	Strategic Management (Postgraduate)	15	Option

Year 2

7	BUMN161H7	Food Service Operations Management	15	Compulsory
7	BUMN164D7	Researching Workplace Practice	60	Compulsory

Plus 15 credits taken from:

7	BUMN135H7	Entrepreneurial Venture Creation	15	Option
7	MOMN026H7	Innovation and the Knowledge Economy	15	Option
7	MOMN043H7	Innovation: Management and Policy	15	Option
7	BUMN085H7	Principles of Marketing (Postgraduate)	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

20	**Programme Director**	Anita Walsh
21	**Start Date** (term/year)	Autumn 2020 (full-time); Autumn 2021 (part-time)
22	**Date approved by Education Committee**	Autumn 2019
23	**Date approved by Academic Board**	Autumn 2019
24	**Date(s) updated/amended**	1 December 2020