

### Programme Specification

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> <b>BBA Culinary Industry Management with Foundation Year</b>				
4	<b>Programme Code(s)</b>	UUBBCULM_C/UUBFCULM_C (with Foundation Year)				
5	<b>UCAS code</b>	D690/D691 (with Foundation Year)				
6	<b>Home Department</b>	Management				
7	<b>Exit Award(s)</b>	Certificate of Higher Education Diploma of Higher Education.				
8	<b>Duration of Study (number of years)</b>	3 years				
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				

14	<b>Programme Rationale &amp; Aims</b>
	<p><b>BBA Culinary Industry Management:</b></p> <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</p>

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.

This background formed the basis for this honours degree programme which has been jointly developed by Birkbeck and Le Cordon Bleu, both of whom have a tradition of providing high quality educational programmes to a diverse range of students.

The programme aims to:

- Provide students with a solid foundation in food and business which equips them to enter a variety of management careers in the food industry
- Enable students to understand the changing environment within which food businesses operate so they can make informed decisions and connect theory to practice
- Develop students' practical culinary skills
- Provide students with an international perspective on the food industry, from small businesses up to international operations.
- Equip students with extensive knowledge of food and beverage products and services
- Enable students to develop project management and business management skills
- Give students the opportunity to further explore marketing or entrepreneurship through option modules
- Develop students' transferable, communication and interpersonal skills to enable them to build a career in the food industry
- Facilitate students' appreciation of professional practice through an internship, work-based assignments and a final year work-based research project.

**BBA Culinary Industry Management with Foundation Year:**

For the BBA Culinary Industry Management with Foundation Year programme, the purpose of the Foundation is to prepare students for successful completion of their undergraduate degree. The Foundation Year aims:

- To enable students to develop the foundational knowledge and skills required for successful completion of a degree in a range of business-related disciplines
- To provide support to those students who do not meet the formal entry requirements for direct entry to the degree, but who can demonstrate ability for degree level study

On successful completion of the Foundation Year students may progress on to year one of the BBA programme. The final three years of the 'with Foundation Year' programme are the same as the three year full-time BBA programme. Students who successfully complete a four year programme with foundation year are awarded the same final degree title as students on the three year programme.

15	<p><b>Entry Criteria</b></p>
	<p><b>BBA Culinary Industry Management:</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><b>BBA Culinary Industry Management with Foundation Year</b></p> <p>This programme is designed for people who can demonstrate the ability and motivation to complete the BBA Culinary Industry Management but who currently do not meet the entry criteria for direct entry to the degree. Given that students on the foundation year will be enrolled on a degree programme, applicants will be offered a place only if there is a clear indication that they have the ability to complete the full degree.</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.</p> <p>If you don’t meet the minimum IELTS requirement, <a href="#">we offer pre-sessional English courses, foundation programmes and language support services</a> to help you improve your English language skills and get your place at Birkbeck.</p> <p>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><b>Foundation Year:</b></p> <p>Successful completion of the Foundation Year will enable students to:</p> <ul style="list-style-type: none"> <li>• Demonstrate knowledge of the foundational concepts and principles associated with business and IT, and an ability to evaluate and interpret these within the relevant areas of study</li> <li>• Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument</li> <li>• Make sound judgements in accordance with basic theories and concepts of the subjects under study</li> <li>• Evaluate the appropriateness of different approaches to solving problems related to their proposed area of study and/or work</li> <li>• Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments</li> <li>• Undertake further study at undergraduate level and develop new skills</li> </ul> <p><b>BBA Culinary Industry Management:</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> <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>
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17	<p><b>Learning, teaching and assessment methods</b></p>
	<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	<p><b>Programme Description</b></p>
	<p><b>BBA Culinary Industry Management:</b></p> <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> <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> <p><b>BBA Culinary Industry Management with Foundation Year</b></p> <p>Students on the BBA Culinary Industry Management with Foundation Year will take 120 credits as outlined below. Students who pass all modules with grades of 40% or higher may progress on to Year 1 of the BBA Culinary Industry Management.</p>
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19	<b>Programme Structure</b>			
<b><i>BBA Culinary Industry Management: Full Time programme</i></b>				
<b><i>Year 1</i></b>				
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
<b><i>Year 2</i></b>				
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
Plus one option taken from:				
5	BUMN104H5	Digital Marketing	15	Option
5	BUMN147H5	Management of Innovation (Level 5)	15	Option
5	BUMN150H5	Critical Perspectives on People Management	15	Option

<b>Year 3</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Status*</b>
6	BUMN117D6	Workplace Research Project	60	Compulsory
6	BUMN126H6	Ethics and Sustainability in Food and Beverages	15	Compulsory
6	BUMN127H6	Service Operations Management	15	Compulsory
6	BUMN057H6	Entrepreneurship and Small Business	15	Compulsory
Plus one option taken from:				
6	BUMN141H6	International Strategy and Operations	15	Option
6	BUMN065H6	Brand Development	15	Option
<b>BBA Culinary Industry Management with Foundation Year: Full-time</b>				
<b>Foundation Year (Year 0)</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Status</b>
3	CASE002S2	Fundamentals of Study: Learning through the Global City	30	Core
3	BUMN170H3	Leadership and Team Building	15	Core
3	BUMN166H3	Mathematics for Business	15	Core
3	BUMN169H3	Managing Change	15	Core
3	BUMN168H3	Strategy and Business Planning	15	Core
3	BUEM120H3	The Modern British Economy (Foundation Year)	15	Core
3	BUMN167H3	Understanding Organisations	15	Core
<b>Year 1</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Module</b>
4	BUMN1185S4	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
<b>Year 2</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Module</b>
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	BUMN150H5	Critical Perspectives on People Management	15	Compulsory
5	BUMN147H5	Management of Innovation	15	Compulsory
5	BUMN096H5	Services Marketing	15	Compulsory
Plus one option taken from:				
5	BUMN104H5	Digital Marketing	15	Option
5	BUMN067H5	Buyer Behaviour	15	Option
5	BUMN165H5	Managing Digital Transformation	15	Option

<b>Year 3</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Status</b>
6	BUMN117D6	Workplace Research Project	60	Compulsory
6	BUMN126H6	Ethics and Sustainability in Food and Beverages	15	Compulsory
6	BUMN127H6	Service Operations Management	15	Compulsory
6	BUMN057H6	Entrepreneurship and Small Business	15	Compulsory
Plus one option taken from:				
6	BUMN141H6	International Strategy and Operations	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*

20	<b>Additional programme information</b>
	<p><b>Internship component:</b></p> <p>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.</p>

21	<b>Programme Director</b>	Anita Walsh
22	<b>Start Date</b> ( <i>term/year</i> )	Autumn 2017
23	<b>Date approved by TQEC</b>	14 December 2016 (Chair's action)
24	<b>Date approved by Academic Board</b>	Spring 2017
25	<b>Date(s) updated/amended</b>	September 2020 (for 2021/2), and minor revisions for 2024/5 for year 3, and years 2 and 3 on Foundation year route, October 2023