

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	BBA Culinary Industry Management (Level 6)
Name and title of any exit qualification(s)	Diploma of Higher Education Certificate of Higher Education
Is the programme offered with a Foundation Year?	Yes
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 (3 years) Full-time with Foundation Year (4 years) September
Professional, statutory or regulatory body	N/A
QAA subject benchmark group(s) Higher Education Credit Framework for England	N/A
UCAS code	D690; D691
Birkbeck Course Code	UUBBCULM_C UUBFCULM_C (with FY)
HECoS Code	100078 (business and management) 100891 (hospitality)
Start date of programme	Autumn 2017
Date of programme approval	Spring 2017
Date of last programme amendment approval	December 2023
Valid for academic entry year	2024-25
Programme Director	Nick Pronger
Date of last revision to document	14/11/23

Admissions requirements

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.

As part of this course is taught on the Le Cordon Bleu campus, we are unable to accept applicants who are under the age of 18 at the start of the course.

UCAS tariff:

- 3 years full-time: 96-112 points (e.g. A-levels CCC-BBC)
- 4 years full-time with Foundation Year: 64 points

The UCAS tariff score is applicable to you if you have recently studied a qualification that has a UCAS tariff equivalence. UCAS provides a [tariff calculator](#) for you to work out what your qualification is worth within the UCAS tariff.

GCSEs

Applicants will normally be expected to have grade C or grade 4 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.

We will also consider mature students with industry experience. 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.

Course aims

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.

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 21st 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 21st 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.

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 3 years					
Year 1					
4	BUMN118S4	Culinary Techniques	30	Compulsory	T1-3
4	BUMN119H4	Wine and Beverages	15	Compulsory	T3
4	BUMN120H4	Global Food and Beverage Environment	15	Compulsory	T2
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2

Year 2					
5	BUMN121H5	Development and Evaluation of Food	15	Compulsory	T2
5	BUMN122H5	Food and Beverage Management	15	Compulsory	T2
5	BUMN123H5	Food and Beverage Business Concepts	15	Compulsory	T3
5	BUMN125H5	Internship module	15	Compulsory	T1
5	BUMN150H5	Critical Perspectives on People Management	15	Compulsory	T3
5	BUMN147H5	Management of Innovation (Level 5)	15	Compulsory	T1
5	BUMN096H5	Services Marketing	15	Compulsory	T3
Plus one option taken from:					
5	BUMN104H5	Digital Marketing	15	Option	T1
5	BUMN067H5	Buyer Behaviour	15	Option	T3
5	BUMN165H5	Managing Digital Transformation	15	Option	T2
Year 3					
6	BUMN117D6	Workplace Research Project	60	Compulsory	T2-3
6	BUMN126H6	Ethics and Sustainability in Food and Beverages	15	Compulsory	T3
6	BUMN127H6	Service Operations Management	15	Compulsory	T2
6	BUMN057H6	Entrepreneurship and Small Business	15	Compulsory	T1
Plus one option taken from:					
6	BUMN141H6	International Strategy and Operations	15	Option	T1
6	BUMN065H6	Brand Development	15	Option	T1
Full-time with Foundation Year (4 years)					
Foundation year (Year 0)					
3	CASE002S3	Fundamentals of Study	30	Core	T1
3	BUEM112S3	Essential Maths and Data Analysis	30	Core	T1-T2
3	SC07002S3	Understanding Organisations	30	Core	T2-T3
3	SC07001S3	Leadership and Change Management	30	Core	T2-T3
Year 1					
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4	BUMN119H4	Wine and Beverages	15	Compulsory	T3
4	BUMN120H4	Global Food and Beverage Environment	15	Compulsory	T2
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2

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5	BUMN121H5	Development and Evaluation of Food	15	Compulsory	T2
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5	BUMN125H5	Internship module	15	Compulsory	T1
5	BUMN150H5	Critical Perspectives on People Management	15	Compulsory	T3
5	BUMN147H5	Management of Innovation (Level 5)	15	Compulsory	T1
5	BUMN096H5	Services Marketing	15	Compulsory	T3
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5	BUMN104H5	Digital Marketing	15	Option	T1
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Year 3					
6	BUMN117D6	Workplace Research Project	60	Compulsory	T2-3
6	BUMN126H6	Ethics and Sustainability in Food and Beverages	15	Compulsory	T3
6	BUMN127H6	Service Operations Management	15	Compulsory	T2
6	BUMN057H6	Entrepreneurship and Small Business	15	Compulsory	T1
Plus one option taken from:					
6	BUMN141H6	International Strategy and Operations	15	Option	T1
6	BUMN065H6	Brand Development	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*

Additional programme information – internship component

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.

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.

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.

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.

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.

Students on this award will have access to the full range of support mechanisms, both at Birkbeck and at Le Cordon Bleu..

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.

At the end of the **foundation year** for this course, you should be able to:

- 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
- Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument
- Make sound judgements in accordance with basic theories and concepts of the subjects under study
- Evaluate the appropriateness of different approaches to solving problems related to their proposed area of study and/or work
- Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments
- Undertake further study at undergraduate level and develop new skills

At the end of the BBA Culinary Industry Management, you should be able to:

- Demonstrate a solid foundation in culinary skills, and associated product and management knowledge
- Demonstrate recipe and menu development skills
- Demonstrate familiarity with contemporary marketing principles and practice
- Demonstrate ability to make business decisions that make the best use of new and changing markets
- Understand issues of production, distribution, sustainability, operations and product development
- Demonstrate 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

- Demonstrate a global perspective on the food industry, and an ability to assess the evolving needs of the marketplace
- Show an appreciation of both small food business developments and large scale operations that may be found within national and international companies
- Critically evaluate both aspects of workplace practice and their own professional practice in a structured and systematic way
- Demonstrate the capacity for independent learning and self-managed professional practice

Careers and further study

Graduates will be able to pursue career paths in areas such as:

- new product and recipe development
- concept development
- food production management
- food and beverage management
- training
- entrepreneurs setting up their own business

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.

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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.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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