APPROVED

CULN B8001: Culinary Business Development

Module Details

Module Code:	CULN B8001
Full Title:	Culinary Business Development APPROVED
Valid From::	Semester 1 - 2017/18 (September 2017)
Language of Instruction:	English
Duration:	1 Semester
Credits::	10
Module Owner::	Alan McCabe
Departments:	Unknown
Module Description:	This module will prepare students to undertake their capstone module of Culinary Enterprise development. The module will focus on the theoretical concepts and underpinning knowledge to bring a business from idea generation to fruition. It will include elements of a feasibility study and the core components of developing a business plan.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	**Module Learning Outcome Description**
MLO1	Use the "Business Model Canvas" to challenge current business assumptions and develop new business growth models
MLO2	Develop a feasibility study using appropriate best practice techniques and consider the significant relevance of feasibility studies in ensuring the success for a new Culinary Enterprise.
MLO3	Evaluate the role of managing an organisation's supply chain in the context of business and environmental ethics and demonstrate an awareness of CSR as applicable to a Culinary Enterprise.
MLO4	Assess the relevance of the role of yield management's in business planning for Culinary Enterprise.
MLO5	Evaluate and re-design strategy in response to external and internal opportunities and threats.

Pre-requisite learning
Module Recommendations   *This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).*
No recommendations listed

Module Indicative Content
Business Modelling Practical application of the Business Model Canvas
Conducting a feasibility Study Feasibility study process, environmental analysis, market analysis, NPD, Financial Anlaysis
Business Ethics in supply chain management Emerging ethical issues in business, ethical challenges in food supply, Business and society, ethics in the workplace
Yield Management for Culinary Enterprise Yield Management Principles, Yield Management Implementation, Demand forecasting
Strategic evaluation Strategy re-design in reponse to external and internal opportunities and threats (using strategic tools such as PESTEL, 5-Forces, SWOT amongst others)

Module Assessment

Assessment Breakdown	%
Course Work	30.00%
Final Examination	70.00%

Module Special Regulation

Assessments

Full Time On Campus

Course Work			
Assessment Type	Written Report	**% of Total Mark**	30
Marks Out Of	0	**Pass Mark**	0
Timing	Week 8	**Learning Outcome**	1,2
Duration in minutes	0		
Assessment Description Research and write up a case study			

No Project

No Practical

Final Examination			
Assessment Type	Formal Exam	**% of Total Mark**	70
Marks Out Of	0	**Pass Mark**	0
Timing	End-of-Semester	**Learning Outcome**	3,4,5
Duration in minutes	0		
Assessment Description The theories studied throughout the module will be assesses			

Reassessment Requirement
A repeat examination *Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.*

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Lecturer led learning	Every Week	3.00	3
Online Contact	Contact	Guided discussion forums with partial on line delivery of material	Every Week	1.00	1
Directed Reading	Non Contact	Prescribed reading and case studies	Every Week	4.00	4
Independent Study	Non Contact	No Description	Every Week	3.00	3
				Total Weekly Learner Workload	11.00
				Total Weekly Contact Hours	4.00

Workload: Part Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Lecturer led learning	Every Week	3.00	3
Online Contact	Contact	Guided discussion forums and delivery of materials	Every Week	1.00	1
Directed Reading	Non Contact	Prescribed reading and case studies	Every Week	4.00	4
Independent Study	Non Contact	No Description	Every Week	3.00	3
				Total Weekly Learner Workload	11.00
				Total Weekly Contact Hours	4.00

Module Resources

Recommended Book Resources

Osterwalder, A. and Pigneur, Y.. (2010), Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers, Wiley & Sons, Inc., New Jesery.

Cooper, I.. (2012), Financial Times Guide to Business Development: How to win profitable customers and clients, Pearson, Harlow.

Osterwalder, A. et al. (2014), Value Proposition Design, Wiley & Sons, Inc.,, New Jesery.

Supplementary Book Resources

Newton, Stephen. (2013), The Professional's guide to business development: how to win business in the professional services, [ISBN: 0749466537].

Rainey, David L.. (2010), Sustainable business development: inventing the future through strategy, [ISBN: 052114843X978].

Baskette, Michael. (2007), The Chef Manager, 2nd.

Capezio, Peter, McGraw Hill. (2010), Managers Guide to Business planning, [ISBN: 9780071628006].

Recommended Article/Paper Resources

Abraham, S. (2013), Will business model innovation replace strategic analysis?, Strategy & Leadership, 41/2, p.7.

Supplementary Article/Paper Resources

Joyce, A, & Paquin, R. (2016), The triple layered business model canvas: A tool to design more sustainable business models, Journal Of Cleaner Production, 135, p.12.

Wrigley, C, Bucolo, S, & Straker, K. (2016), Designing new business models: blue sky thinking and testing, Journal of Business Strategy, 37/5, p.9.

Other Resources

Website:, Oxford University. http://www.eship.ox.ac.uk.