

CULN B8003: Culinary Enterprise Development

Module Details	
Module Code:	CULN B8003
Full Title:	Culinary Enterprise Development APPROVED
Valid From::	Semester 2 - 2016/17 (February 2017)
Language of Instruction:	
Duration:	1 Semester
Credits::	10
Module Owner::	Alan McCabe
Departments:	Unknown
Module Description:	This module will require the students to carry out a feasibility study and create a business plan for a culinary focused enterprise. A student centered focus will facilitate the students in researching a potential business opportunity and guide them through the process in bringing the enterprise from concept to fruition.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Evaluate entrepreneurship opportunities and analyze the decisions required in bringing a concept from idea generation to a workable business.
MLO2	Assess research options in conducting an extensive feasibility study of an existing or new hospitality business or culinary focused product.
MLO3	Appraise key strategies and challenges in bringing culinary enterprises & products from feasibility to fruition.
MLO4	Examine the financial and ethical considerations in developing culinary enterprises and align the business mission with strategic goals.
MLO5	Create a detailed business plan encapsulating the component parts of a new business concept or product.
Pre-requisite learning	
Module Recommendations <i>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).</i>	
No recommendations listed	

Module Indicative Content	
Opportunities for enterprise development Identification of problems and development of solutions through the use of idea generation tools, screening of ideas for potential viability in the hospitality sector.	
Component parts of hospitality/culinary businesses Identifying the component parts in a successful hospitality enterprise to include building requirements, design, staffing, equipment, product offering and marketing strategies.	
Components of a feasibility study Technical, Economic, Legal, Operational, and Scheduling (TELOS). Identifying potential opportunities, threats and objectively and rationally assessing costs required and value to be attained.	
The external environment An introduction to the external environment. The Role and Influence of Stakeholders, the influence of micro / macro environmental factors on day to day business decisions. The planning process.	
Research design & methodology Development of primary research methods, questionnaire design & development, interview techniques, sampling, analysis etc.	
The business plan Compilation of a detailed business plan incorporating business description, market analysis, cash flow & projections and executive summary and recommendations.	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Presentation	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	Week 5	Learning Outcome	1,2
Duration in minutes	0		
Assessment Description Oral presentation to outline the business / product chosen and the feasibility study carried out on the concept.			
Assessment Type	Project	% of Total Mark	60
Marks Out Of	0	Pass Mark	0
Timing	Week 11	Learning Outcome	3,4,5
Duration in minutes	0		
Assessment Description Detailed business plan of an existing or new culinary business / product to include the background of the business concept, results of preliminary research and rationale for proposed idea. Progress reports to be submitted throughout the module. The final business plan will indicate the process required to bring the enterprise / product from concept idea to workable business.			
Assessment Type	Presentation	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	Week 12	Learning Outcome	1,5
Duration in minutes	0		
Assessment Description Oral presentation to an industry panel on the enterprise / product Business Plan.			
No Project			
No Practical			
No Final Examination			
Reassessment Requirement			
No repeat examination <i>Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered.</i>			

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Tutorial	Contact	Group tutorials incorporating presentations from hospitality industry professionals	Every Week	3.00	3
Online Contact	Contact	Weekly discussion forum to support peer sharing	Every Week	1.00	1
Online Contact	Contact	Online review of assignment progress	Every Week	1.00	1
Independent Study	Non Contact	Feasibility & Business Plan research	Every Week	4.00	4
Directed Reading	Non Contact	Individual research	Every Week	5.00	5
				Total Weekly Learner Workload	14.00
				Total Weekly Contact Hours	5.00

Workload: Part Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Tutorial	Contact	Group tutorials incorporating presentations from hospitality industry professionals	Every Week	3.00	3
Online Contact	Contact	Weekly discussion forum to support peer sharing	Every Week	1.00	1
Online Contact	Contact	Online review of assignment progress	Every Week	1.00	1
Independent Study	Non Contact	Feasibility & Business Plan research	Every Week	4.00	4
Directed Reading	Non Contact	Individual research	Every Week	5.00	5
				Total Weekly Learner Workload	14.00
				Total Weekly Contact Hours	5.00

Module Resources

Recommended Book Resources

Karis, C. (2017), Feasibility Study: Startup & Sustainability, CreateSpace Independent Publishing Platform, [ISBN: 978-154301368].

Williams, S.. (2016), The Financial Times Guide to Business Start Up 2017/18: The Most Comprehensive Guide for Entrepreneurs, FT Publishing International, [ISBN: 1292175869].

Finch, B.. (2013), How to Write a Business Plan (Creating Success), Kogan Page, [ISBN: 074946710X].

Reynolds, C.. (2010), Introduction to Business Architecture, 1. Cengage Learning, [ISBN: 9781435454224].

Cooper, I.. (2012), Financial Times Guide to Business Development, FT Publishing Pearson, [ISBN: 9780273759539].

Osterwalder, A. and Pigneur, Y.. (2010), Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley and Sons, Inc., New Jersey, [ISBN: 9780470876411].

Supplementary Book Resources

Scarborough, N.M.. (2011), Essentials of Entrepreneurship and Small Business Management, 6th. Pearson, London, [ISBN: 9780136109594].

Rizk, S.. (2008), Starting Your Own Restaurant: All you need to know to open a successful restaurant (Startups Guide), Crimson Publishing, Surrey, UK, [ISBN: 978-185458436].

Barringer, B. and D. Ireland. (2012), Entrepreneurship: Successfully Launching New Ventures, Pearson, [ISBN: 9780273761402].

Fullen, S.. (2005), Opening a Restaurant: Or Other Food Business Starter Kit - How to Prepare a Restaurant Business Plan and Feasibility Study, Atlantic Publishing Co, Florida, USA, [ISBN: 978-091062736].

Barringer, B.. (2010), The Most Important Considerations for Starting Your Own Business: The Feasibility Study and Business Plan, FT Press, (Online edition).

Lyon, H.. (2010), Start and Run Your Own Coffee Shop and Lunch Bar: 2nd edition (How to Small Business Start-Ups), 2nd. How to Books, Oxford, UK, [ISBN: 978-184528424].

Barrow, C; Paul Barrow, P. and Brown, R. (2015), The Business Plan Workbook: A Practical Guide to New Venture Creation and Development, Kogan Page, [ISBN: 978-074947283].

This module does not have any article/paper resources

Other Resources

Website, NESTA. NESTA,
<http://www.nesta.org.uk>

Website, Start-ups. Startups,
<http://www.startups.co.uk>

Website, Westbic. westbic,
<http://www.westbic.ie>

Website, Enterprise Ireland. Enterprise Ireland,
<http://www.enterprise-ireland.com>

Website, City & County Enterprise Boards. -,
<http://www.enterpriseboards.ie>

Website, Mindtools. -Mindtools,
<http://www.mindtools.com>

Website, Localenterprise.ie. Local Enterprise,
<https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Starting-a-Business/Business-Plan/Writing-a-Business-Plan/>

Website, entrepreneur.com. Business Plans: A Step-by-Step Guide,
<https://www.entrepreneur.com/article/247574>