



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University

BUST09003 2022 Food Sector Specific Skills

Mandatory Delivered in Stage 1 Semester 1

Full Title	Food Sector Specific Skills		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	09	ECTS Credits	10
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Sport Exercise & Nutrition		
Module Author	Lisa Ryan		
Co Authors	Maria McDonagh		

Module Description

Venture creation in the food sector requires defined skill sets regardless of the food product or service. This module provides the core skills required for venture creation in food.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Construct food hygiene plans and critically discuss relevant food laws.
2. Critically discuss food pricing, sustainability and financial planning.
3. Demonstrate a critical understanding of business planning and business plan and to develop insights into their application and development.
4. Recognize resources required for venture creation and formulate venture creation strategies.
5. Communicate food business concepts in various formats.

Indicative Syllabus

Food Law

- Food hygiene
- HACCP planning and implementation
- Labelling and allergens
- International food law

Sustainability

- Sustainable development goals - SDGs; what does this mean for food production?
- What is sustainable food production
- What are the implications of the SDGs on food product development

Financial planning

- Profit and loss accounts
- Cash flows
- Product costings
- Business forecasting

Business Planning

- Creating business plans
- Critically analyzing business plans

Communications skills

- oral presentation techniques
- Written presentation formats and techniques
- Visual presentations (posters or prototypes)

Teaching and Learning Strategy

This programme will use a mixed approach to its delivery and achievement of the learning outcomes.

Experiential Learning

This will engage the student in learning-by-doing scenarios in a challenging but safe environment.

Peer to peer learning

With effect facilitation the group dynamics will be nurture to promote a peer learning environment and a community approach to learning.

Lectures

Traditional style lecturing will be used but at a low proportion to the entire course content.

Facilitation

Effective facilitation of the group will drive a significant portion of the learning outcomes. The facilitators will guide and allow discussions, debates and student interactions to help the group achieve learning goals

Reflection

The practice of reflection will be common place in this programme to ensure the students are analyzing their relationship with the content and context of the programme

Assessment Strategy

Assessment Methodologies

The assessment of entrepreneurial thinking is difficult, and non-standard techniques are advocated in this proposal. There will be no terminal exams and other approaches will be applied.

Assessment strategy

Reflection documents

The reflection will be a detailed description of the students' insights in relation to the course topics. This is a personal reflection and therefore answers vary. Reflections would be normally graded on the pass or fail basis and this is the preferred method in this programme. The facilitators in charge of each module will complete grading.

Continuous Assessments

This will be the focus of the industry specific skills in this module. The students will be required to do a short continuous assessment to document how they will consider sustainability in the development of their food product/food business.

Business Plan

Students will be required to create and present a detailed business plan. This will be assessed on a percentage basis based on a marking scheme developed. The areas marked will include the ability to create new food business concepts, understanding of business planning business models, venture development, customer discovery techniques, product design, prototyping and testing, food science and legislation, marketing principles and branding strategies and financial modelling

Repeat Assessment Strategies

Students must obtain a mark of 40% to pass this module

If a student obtains a mark of between 35-39% they will be given the opportunity to resubmit the course work

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Written Report/Essay	Personal Reflective Document	30 %	Week 18	1,2,3,4
Assessment	Continuous Assessment: Food sustainability considerations	20 %	OnGoing	1,2
Individual Project	Business Plan	50 %	OnGoing	2,3,4,5

Part Time Delivery Mode Average Weekly Workload:			7.50 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	2.5	Weekly	2.50
Practical	Project Work	Flat Classroom	3	Weekly	3.00
Practical	Reflective Discussion through Facilitation	Flat Classroom	0.5	Weekly	0.50
Tutorial	Tutorial	Flat Classroom	1.5	Weekly	1.50

Programme Membership

GA_SFIEG_S09 202200 Certificate in Food Innovation and Entrepreneurship (Special Purpose Award)