



# IMI COURSE STRUCTURE

## Higher Diploma with specialization in European Culinary Management (5 months plus optional in-training) Recognized by the Manchester Metropolitan University, UK

### Compulsory subjects

- Personal Development Planning III (Management Skills and Techniques)
- Business Language and Culture: Advanced English
- Business Language and Culture II: Advanced French or Advanced German
- Food and Beverage Administration
- Food Costing, Purchasing and Merchandising
- Western Gastronomic Cooking
- International Patisserie

Unit Code	Unit Title	Lecturer	Contact Hrs	Self study Hrs*	Credits
BC011	Personal Development Planning III (Management Skills and Techniques)	Mr Gavin Caldwell	24	76	NA, course requirement
BC015**	Business Language and Culture: Advanced English	Mrs Carrie Ann Brühlmann	48	76	20
BC016F or BC016G	Business Language and Culture II: Advanced French or Advanced German	F: Mrs Annelise Roth G: Ms Mihaela Salerno	48	152	20
HM003**	Food and Beverage Administration	Mr Gareth Currie	24	76	10
HM004**	Food Costing, Purchasing and Merchandising	Mr Gareth Currie	24	76	10
HM005	Western Gastronomic Cooking	Mr Shaun Leonard	96	304	40
HM006	International Patisserie	Mr Shaun Leonard	48	152	20
		<b>TOTAL</b>	<b>312</b>	<b>988</b>	<b>120</b>
	14 teaching weeks/2 exam weeks	Average contact per wk	<b>23.5</b>		

\* includes homework, class preparation, assessment preparation, revision and examinations

\*\* students must choose 20 credits from these units

### HIGHER DIPLOMA IN EUROPEAN CULINARY MANAGEMENT

#### UNIT CODE AND TITLE

**BC011:** Personal Development Planning III (Course requirement)

#### UNIT LEARNING OUTCOMES

The Personal Development Planning skills necessary to underpin the attainment of knowledge, ability, competence and the attainment of specified personal outcomes including:

- understanding the extent to which different learning strategies can be employed within and between sub-areas of the professional subject field;
- the development of enhanced study skills relating to problem solving and personal creativity;
- evidencing unambiguous responsibility for confident, self-directed and effective independent personal learning and competence in the application of techniques for planning and reviewing such learning, including evidence of (a) the measurement and evaluation of the success of learning activities and (b) the ability to plan and implement personal development needs to achieve specified outcomes;
- defining, planning, evaluating and monitoring progress towards achieving complex personal goals and objectives encompassing academic and professional orientation, including external audiences such as employers; and
- exhibiting growth in capacity for independent, reflective and self-critical learning, and the capacity to communicate this in personal and group/team leadership, management and co-ordination.

#### CURRICULUM OUTLINE

Identification and analysis of the appropriateness of different learning strategies for sub-disciplinary analysis and subsequent integration; academic skills (critique); social, communication and life skills (developing personal creativity (1); feedback (2); intercultural business and etiquette; negotiation; planning and reflective skills (career planning (1); change management; clarifying expectations (3); goal setting (3); reflection, reflectiveness and reflective reports (3); tools for analysing and reflecting – quantitative methods (2))

**UNIT CODE AND TITLE****BC015:** Business Language and Culture: Advanced English (20 credits)**UNIT LEARNING OUTCOMES**

Upon successful completion of this unit, students should be able to: (a) express themselves clearly and initiate and develop confident oral communication in everyday situations; (b) speak fluently and at length about various topics using clear pronunciation; (c) understand a variety of accents and use the language effectively; (d) understand the gist of a text, its overall function and message and infer underlying meanings in texts; and (e) negotiate bookings for conferences and groups.

**CURRICULUM OUTLINE**

The course begins by introducing the students to hotels and goes on to show how they can negotiate bookings for conferences and groups, describe hotel facilities and write memos. Further topics include selecting locations, giving tourist's advice and suggestions on tourist attractions, giving a guided tour and business travel. The unit will also show the students how to design a programme of excursions.

**UNIT CODE AND TITLE****BC016F:** Business Language and Culture IIA: Advanced French (20 credits)**UNIT LEARNING OUTCOMES**

At the end of this unit, the students should be able to: (a) lead elaborate conversations with restaurant guests, give advice on wine, detail menu explanations and translations; (b) handle complaints in hotels and restaurants; (c) give information about hotel facilities; (d) do a room sales talk with walk-in guests; (e) write a job application documentation, including a covering letter and a curriculum vitae; and (f) give oral explanations about grammar (past perfect, present participle, future, imperfect, subjunctive, personal pronouns).

**CURRICULUM OUTLINE**

Revision thorough study of French basic and vocabulary; possessive adjectives and pronouns, past, gerundive, present future, imperfect, subjunctive, conditional tense, personal pronouns, role plays: handling complaints, checking in and checking out conversations, in-training interviews, writing about their last and future job, to apply for a job, picture description.

**UNIT CODE AND TITLE****BC016G:** Business Language and Culture II: Advanced German (20 credits)**UNIT LEARNING OUTCOMES**

At the end of this unit, students should be able to: (a) engage in conversational exchanges about complaints in hotels and restaurants; (b) lead and advise guests on wine and detailed menu explanations; (c) respond to typical hotel guest queries about tourism and hotel facilities; (d) develop professional vocabulary in tourism and hospitality; (e) write complete sentences with using verbs, nouns, adjectives, prepositions; and (f) write and understand sentences and questions in the present, past and future tense including the conditional and use the nominative, accusative, dative and genitive.

**CURRICULUM OUTLINE**

Revision of German basic, possessive and personal pronouns, adjectives, accords of, past tense, present tense, future, conditional tense, articles, modal verbs, reflexive verbs, separable verbs, prepositions with accusative and dative tense, role plays in every day situations, writing simple notes, emails and letters.

**UNIT CODE AND TITLE****HM003:** Food and Beverage Administration (10 credits)**UNIT LEARNING OUTCOMES**

Upon successful completion of this unit, students should gain an understanding, knowledge and ability of the: (a) appreciation and scope of food and beverage management issues in the hospitality industry; (b) understanding of theoretical theories within the dining experience; (c) influencing factors of cuisine and the concept of gastronomy; (d) ability to critically assess and analyse all aspects of a food and beverage menu; and (e) changing customer trends related to product development.

## CURRICULUM OUTLINE

The unit aims to provide breadth and depth in a variety of operational food and beverage management areas that are of particular relevance to the hospitality industry. The unit begins with an introduction to the concept and development of the meal experience, which has already been introduced at the certificate level. Attention is given to the factors derived from classical and European cuisine, which inform and influence today's menus. There is particular emphasis on the concept of the menu in reference to structure, development, marketing, design and implementation. This will also include statistical menu analysis, in the form of menu engineering for food and beverage management. Following on from this there will be a broad focus on consumer behaviour, market trends and topical issues. In addition new product development in the international sector of the food and beverage sector will be highlighted, all of which will be related to current and topical developments in the industry.

## UNIT CODE AND TITLE

**HM004:** Food Costing, Purchasing and Merchandising (10 credits)

## UNIT LEARNING OUTCOMES

Upon successful completion of this unit, students should gain an understanding, knowledge and ability of the: (a) functions and scope of food costing issues in the hospitality industry; (b) understanding of theoretical costing principles, concepts and procedures; (c) purchasing, storing, issuing and controlling cycle for food and beverages; (d) merchandising concepts in a typical hospitality enterprise; and (e) ability to solve an appropriate range of basic food costing exercises.

## CURRICULUM OUTLINE

The unit aims to provide a sound introduction to the core principals and concepts of food costing with emphasis on relevance in the hospitality industry. The unit begins with a basic overview of the control cycle and its procedures. It then covers costing principles, concepts and procedures in detail. Purchasing procedures and philosophies will be analysed and compared. Storing, issuing and other control functions are covered by using different exercises, case studies and practical examples. Emphasis is placed upon the practical use of theoretical concepts and procedures. Different computer based food costing and control programs will be introduced and analysed.

## UNIT CODE AND TITLE

**HM005:** Western Gastronomic Cookery (Higher Diploma in European Culinary Management only) (40 credits)

## UNIT LEARNING OUTCOMES

Upon successful completion of this module, students should be able to: (a) clearly understand and apply appropriate subject-specific management principles to food production in the context of European culinary practice; (b) manage the purchase, storage and utilisation of foodstuffs, including yield management; (c) demonstrate managed competent performance in European culinary practice; (d) practice appropriate management skills, specifically scheduling, co-ordination of resources and critical path analysis in the preparation of food relative to the techniques, equipment, and accepted cooking methods available or prevailing; (e) be able to identify and manage all aspects of hygiene related to food production; (e) reflect all of the above in the independent management of food production for different styles of operation; and (f) demonstrate a clear understanding of how the management of food production relates to management of the wider food and beverage department.

## CURRICULUM OUTLINE

This intensive module is split into two areas: (i) the demonstration and management of competence based practical skills in a working kitchen environment and (ii) theoretical issues covering a broad range of eurocentric food knowledge and culinary methods; and hygiene related subjects. In respect of (i) students will begin with briefings on the menu of the day, where ingredients, cooking methods and service style are explained and noted. This will be followed by the actual preparation and service and/or appraisal of the different components of these menus. The menus prepared will reflect both the similarities and differences between and within European cuisine. In respect of (ii), theory, the main topics covered will include standards of professionalism; application of sanitary and nutritional awareness; and Swiss and European Union health law. In both areas, emphasis will be placed on the application of managerial concepts and techniques to integrate the managerial functions of the kitchen with the wider food and beverage department.

## **UNIT CODE AND TITLE**

**HM006:** International Patisserie (Higher Diploma in European Culinary Management only) (20 credits)

## **UNIT LEARNING OUTCOMES**

The effective administration of patisserie is a core specialist function in culinary management. Upon successful completion of this module, students should: (a) gain a good theoretical and practical knowledge of European and international patisserie and confectionary products; (b) clearly understand and apply appropriate subject-specific management principles to patisserie in the context of European culinary practice, including the management of the role of the patisserie section within restaurant and hotel kitchens; (c) manage the purchase, storage, utilisation and yield of commodities employed in different patisserie products in terms of varied menu associations and restaurant type; (d) understand and apply the necessary specialist technical and managerial skills to competently produce a range of pastry and bakery items according to varied market needs.

## **CURRICULUM OUTLINE**

The curriculum shall cover: the role of patisserie in menu planning and design and different types of restaurant operation; the techniques and materials of patisserie including forms, types and applications of doughs, pastries, sponges, icings and other decorations, soufflé, ice creams, granita and sorbet, chocolate, sugar modelling and blowing, tarts, fondant, gelatine and fritter products; the role of alcohol in this field; managing commodities associated with patisserie products; managing work flows in the context of the rest of the kitchen and food and beverage department; and methods of evaluating quality of finished products relative to the planning, management and delivery of the wider menu.