# University of Pretoria Yearbook 2016

# BConsumer Science Hospitality Management (02130115)

| | |
|---|---|
| **Duration of study** | 4 years |
| **Total credits** | 564 |

## Admission requirements

- In order to register NSC/IEB/Cambridge candidates must comply with the minimum requirements for degree studies as well as the minimum requirements for the relevant study programme.
- Life Orientation is excluded in the calculation of the Admission Point Score (APS).
- Grade 11 results are used for the provisional admission of prospective students.
- Final admission is based on the Grade 12 results.

| **Minimum requirements for 2016** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Achievement level** | | | | | | | | |
| **Afrikaans or English** | | | | **Mathematics** | | | | **APS** |
| NSC/IEB | HIGCSE | AS-Level | A-Level | NSC/IEB | HIGCSE | AS-Level | A-Level | |
| 5 | 3 | C | C | 4 | 3 | D | D | 28 |

Candidates who do not comply with the minimum admission requirements may be considered for admission to the BConsumer Science study programme based on the results of the NBT. Please note: No extended programme is offered in BConsumer Science.

## Other programme-specific information

Students may enrol for AIM 111 and AIM 121 instead of AIM 101 (the same content presented over 2 semesters).

Students who do not qualify for STK 110 must register for STK 113 and STK 123.

## Promotion to next study year

A student who did not pass all the prescribed modules of a particular year of study, has to register for the outstanding modules first. With the approval of the head of the department, modules of the following year of study may be taken in advance only if no timetable clashes occur; all the requirements and prerequisites have been met and not more than a specified number of credits per semester are taken. The credits of the semester of which modules are repeated, are taken as a guideline for the calculation of the number of modules permitted.

a. A student registers for the second year when at least 80% of the first-year module credits have been passed.

b. A student registers for the third year when at least 85% of the module credits of the previous years have been passed.
c. A student registers for the fourth year when at least 95% of the module credits of the previous years have been passed.

## Practical/clinical/internship information

OPI 400 (Experiential training in industry): During the first  to fourth years of study students must complete a total of 600 hours experiential training in the industry to develop practical and occupational skills, participate in community engagement and provide service learning. This is equal to 3 weeks x40 hours (120 hours) per year for the first to third year and 6 weeks x 40 hours in the fourth year to include event management, according to requirements as determine d by the head of department. These credits must be successfully completed together with a complete portfolio before the degree will be conferred. Please note: Various practical and industry interaction activities support the theoretical component of TBE 220, 310 and VDS 322,VDS 414 & 424 and take place after hours to develop practical and industry skills.

## Pass with distinction

A student obtains his or her degree with distinction if a weighted average of at least 75% is obtained in the following modules:

A combination equivalent to six semester modules

Tourism management 310

Food research project 480

Large-scale food production and restaurant management 322

Recipe development and standardisation 413

Culinary art 414, 424

Food service management 420

# Curriculum: Year 1

**Minimum credits: 138**

## Fundamental modules

### Academic information management 111 (AIM 111)

| | |
|---|---|
| **Module credits** | 4.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Economic and Management Sciences<br>Faculty of Humanities<br>Faculty of Law<br>Faculty of Health Sciences<br>Faculty of Natural and Agricultural Sciences<br>Faculty of Theology |
| **Prerequisites** | No prerequisites. |
| **Contact time** | MAMELODI, 2 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Information Science |
| **Period of presentation** | Semester 1 |

**Module content**

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology.

### Academic information management 121 (AIM 121)

| | |
|---|---|
| **Module credits** | 4.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Economic and Management Sciences<br>Faculty of Humanities<br>Faculty of Law<br>Faculty of Health Sciences<br>Faculty of Natural and Agricultural Sciences<br>Faculty of Theology<br>Faculty of Veterinary Science |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 2 lectures per week, MAMELODI |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Information Science |
| **Period of presentation** | Semester 2 |

**Module content**
Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

## Language and study skills 110 (LST 110)

| | |
|---|---|
| **Module credits** | 6.00 |
| **Service modules** | Faculty of Natural and Agricultural Sciences<br>Faculty of Veterinary Science |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 2 lectures per week |
| **Language of tuition** | English |
| **Academic organisation** | Unit for Academic Literacy |
| **Period of presentation** | Semester 1 |

**Module content**
The module aims to equip students with the ability to cope with the reading and writing demands of scientific disciplines.

## Academic orientation 102 (UPO 102)

| | |
|---|---|
| **Module credits** | 0.00 |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Natural + Agric Sciences Dean |
| **Period of presentation** | Year |

## Academic information management 102 (AIM 102)

| | |
|---|---|
| **Module credits** | 6.00 |
| **Service modules** | Faculty of Education<br>Faculty of Economic and Management Sciences<br>Faculty of Humanities<br>Faculty of Law<br>Faculty of Health Sciences<br>Faculty of Natural and Agricultural Sciences<br>Faculty of Theology<br>Faculty of Veterinary Science |
| **Contact time** | 2 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Information Science |
| **Period of presentation** | Semester 2 |

**Module content**

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology. Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

# Core modules

## Principles of marketing management 110 (BEM 110)

| | |
|---|---|
| **Module credits** | 10.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | No prerequisites. |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Marketing Management |
| **Period of presentation** | Semester 1 |

**Module content**

Principles of marketing management and marketing instruments, customer centricity,  the process of marketing management, market segmentation, positioning and marketing information systems, environmental analysis, identification of target markets, value creation, positioning strategies, consumer behaviour, relationship marketing, relationship intention, application of product, price, marketing communication and distribution strategies.

## Economics 110 (EKN 110)

| | |
|---|---|
| **Module credits** | 10.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 2 lectures per week, 1 discussion class per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Economics |
| **Period of presentation** | Semester 1 |

**Module content**

This module deals with the core principles of economics. A distinction between macroeconomics and microeconomics is made. A discussion of the market system and circular flow of goods, services and money is followed by a section dealing with microeconomic principles, including demand and supply analysis, consumer behaviour and utility maximisation, production and the costs thereof, and the different market models and firm behaviour. Labour market institutions and issues, wage determination, as well as income inequality and poverty are also addressed. A section of money, banking, interest rates and monetary policy concludes the course.

## Economics 120 (EKN 120)

| | |
|---|---|
| **Module credits** | 10.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | EKN 110 GS or EKN 113 GS and at least 4 (50-59%) in Mathematics in the Grade 12 examination or 60% in STK 113 and concurrently registered for STK 123 |
| **Contact time** | 2 lectures per week, 1 discussion class per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Economics |
| **Period of presentation** | Semester 2 |

**Module content**

This module deals with the core principles of economics, especially macroeconomic measurement the private and public sectors of the South African economy receive attention, while basic macroeconomic relationships and the measurement of domestic output and national income are discussed. Aggregate demand and supply analysis stands core to this course which is also used to introduce students to the analysis of economic growth, unemployment and inflation. The microeconomics of government is addressed in a separate section, followed by a section on international economics, focusing on international trade, exchange rates and the balance of payments. The economics of developing countries and South Africa in the global economy conclude the course.

## Financial accounting 111 (FRK 111)

| | |
|---|---|
| **Module credits** | 10.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Law<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 4 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Accounting |
| **Period of presentation** | Semester 1 |

**Module content**

The nature and function of accounting; the development of accounting; financial position; financial result; the recording process; processing of accounting data; treatment of VAT; elementary income statement and balance sheet; flow of documents; accounting systems; introduction to internal control and internal control measures; bank reconciliations; control accounts; adjustments; financial statements of a sole proprietorship; the accounting framework.

## Financial accounting 121 (FRK 121)

| | |
|---|---|
| **Module credits** | 12.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | FRK 111 GS |
| **Contact time** | 4 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Accounting |
| **Period of presentation** | Semester 2 |

**Module content**

Property, plant and equipment; intangible assets; inventories; liabilities; presentation of financial statements; enterprises without profit motive; partnerships; companies; close corporations; cash flow statements; analysis and interpretation of financial statements.

## Physiology 110 (FSG 110)

| | |
|---|---|
| **Module credits** | 6.00 |
| **Service modules** | Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Physiology |
| **Period of presentation** | Semester 1 |

**Module content**

Introduction (terminology and anatomical orientation); chemical principles; cytology and histology; neuro-physiology and the senses; haematology and body fluids; cardiovascular system.

## Physiology 120 (FSG 120)

| | |
|---|---|
| **Module credits** | 6.00 |
| **Service modules** | Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |

| | |
|---|---|
| **Prerequisites** | FSG 110 |
| **Contact time** | 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Physiology |
| **Period of presentation** | Semester 2 |

**Module content**

Respiratory system; nutrition; digestion and metabolism; kidneys and acid-base equilibrium; endocrinology; reproduction physiology and reproduction; skin and body temperatures.

## Design principles 111 (OBG 111)

| | |
|---|---|
| **Module credits** | 7.00 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 1 lecture per week, 1 practical per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 1 |

**Module content**

An introduction to the elements and principles of design as is applicable to interior and clothing design and food preparation. Colour theory.

## Business management 114 (OBS 114)

| | |
|---|---|
| **Module credits** | 10.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | May not be included in the same curriculum as OBS 155 |
| **Contact time** | 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Business Management |
| **Period of presentation** | Semester 1 |

**Module content**

Introduction to business management as a science; the environment in which the enterprise operates; the field of business, the mission and goals of an enterprise; management and entrepreneurship. The choice of a form of enterprise; the choice of products and/or services; profit and cost planning for different sizes of operating units; the choice of location; the nature of production processes and the layout of the plant or operating unit. Introduction to and overview of general management, especially regarding the five management tasks: strategic management; contemporary developments and management issues; financial management; marketing and public relations. Introduction to and overview of the value chain model; management of the input; management of the purchasing function; management of the transformation process with specific reference to production and operations management; human resources management and information management; corporate governance and black economic empowerment (BEE).

## Business management 124 (OBS 124)

| | |
|---|---|
| **Module credits** | 10.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | Admission to the examination in OBS 114 |
| **Contact time** | 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Business Management |
| **Period of presentation** | Semester 2 |

**Module content**

Responsible leadership and the role of a business in society. The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South African entrepreneurs. Looking at the window of opportunity. Getting started (business start up). Exploring different routes to entrepreneurship: entering a family business, buying a franchise, home-based business and the business buyout. This semester also covers how entrepreneurs can network and find support in their environments. Case studies of successful entrepreneurs - also South African entrepreneurs - are studied.

## Statistics 110 (STK 110)

| | |
|---|---|
| **Module credits** | 13.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | At least 5 (60-69%) in Mathematics in the Grade 12 examination. Candidates who do not qualify for STK 110 must register for STK 113 and STK 123 |
| **Contact time** | 1 tutorial per week, 1 practical per week, 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |

| | |
|---|---|
| **Academic organisation** | Statistics |
| **Period of presentation** | Semester 1 |

**Module content**

Descriptive statistics:
Sampling and the collection of data; frequency distributions and graphical representations. Descriptive measures of location and dispersion.
Probability and inference:
Introductory probability theory and theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

## Statistics 113 (STK 113)

| | |
|---|---|
| **Module credits** | 11.00 |
| **Service modules** | Faculty of Education<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 1 tutorial per week, 1 practical per week, 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Statistics |
| **Period of presentation** | Semester 1 |

**Module content**

*On its own, STK 113 and 123 will not be recognised for degree purposes, but exemption will be granted for STK 110.
Data operations and transformations:
Introductory concepts, the role of statistic, various types of data and the number system. Concepts underlying linear, quadratic, exponential, hyperbolic, logarithmic transformations of quantitative data, graphical representations, solving of equations, interpretations. Determining linear equations in practical situations. Characteristics of logarithmic functions. The relationship between the exponential and logarithmic functions in economic and related problems. Systems of equations in equilibrium. Additional concepts relating to data processing, functions and inverse functions, sigma notation, factorial notation, sequences and series, inequalities (strong, weak, absolute, conditional, double) and absolute values.
Descriptive statistics – Univariate:
Sampling and the collection of data, frequency distributions and graphical representations. Descriptive measures of location and dispersion. Introductory probability theory. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.
The weekly one hour practical is presented during the last seven weeks of the semester.

## Statistics 123 (STK 123)

| | |
|---|---|
| **Module credits** | 12.00 |

| | |
|---|---|
| **Service modules** | Faculty of Education<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | STK 113 GS |
| **Contact time** | 1 tutorial per week, 1 practical per week, 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Statistics |
| **Period of presentation** | Semester 2 |

**Module content**

*On its own, STK 113 and 123 will not be recognized for degree purposes, but exemption will be granted for STK 110.
Optimisation techniques with economic applications: Data transformations and relationships with economic applications, operations and rules, linear, quadratic, exponential, hyperbolic and logarithmic functions; systems of equations in equilibrium, system of linear inequalities, solving of linear programming problems by means of the graphical and extreme point methods. Applications of differentiation and integration in statistic and economic related problems: the limit of a function, continuity, rate of change, the derivative of a function, differentiation rules, higher order derivatives, optimisation techniques, the area under a curve and applications of definite integrals. Probability and inference: Theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one-sample and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques. The weekly one hour practical is presented during the last seven weeks of the semester.

## Basic food preparation 111 (VDS 111)

| | |
|---|---|
| **Module credits** | 6.00 |
| **Service modules** | Faculty of Health Sciences |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 1 lecture per week, 0.5 practical per week, 1 discussion class per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 1 |

**Module content**

Module 1: Basic food preparation and food preparation techniques. Mise en place, weighing and measurement techniques, equipment and terminology as applied in food preparation. History of the foodservice industry and contemporary chefs. Basic food quality control.
Module 2: Food preparation basics of the following: stocks, soups and sauces

## Basic food preparation 121 (VDS 121)

| | |
|---|---|
| **Module credits** | 6.00 |
| **Service modules** | Faculty of Health Sciences |

| | |
|---|---|
| **Prerequisites** | VDS 111 |
| **Contact time** | 1 practical per week, 1 lecture per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 2 |

**Module content**

Module 1:  Principles and practices of food preparation  and cooking techniques. Mise en place, weighing and measurement techniques, equipment and terminology as applied in food preparation. Basic food quality control.
Module 2: Food preparation basics of the following: starches and cereals

## Marketing applications 122 (BEM 122)

| | |
|---|---|
| **Module credits** | 10.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | BEM 110 GS |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Marketing Management |
| **Period of presentation** | Semester 2 |

**Module content**

E-marketing, services marketing, not-for-profit marketing, business-to-business marketing, retailing, global marketing.

# Curriculum: Year 2

**Minimum credits: 138**

## Core modules

### Labour relations 320 (ABV 320)

| | |
|---|---|
| **Module credits** | 20.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Humanities |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Human Resource Management |
| **Period of presentation** | Semester 2 |

**Module content**

The theoretical basis of Labour Relations
In this section the basic concepts, historical context and theoretical approaches to the field of labour relations will be discussed. The institutional framework in which labour relations operates, will be addressed with particular emphasis on the structural mechanisms and institutional processes. The service relationship that forms the basis of labour relations practices, will also be analysed.
Labour Relations practice
In this section students are taught the conceptual and practical skills related to practice aspects such as handling of grievances, disciplining, retrenchments, collective bargaining, industrial action and dispute resolution.

### Business law 210 (BER 210)

| | |
|---|---|
| **Module credits** | 16.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Economic and Management Sciences<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 2 lectures per week, 1 discussion class per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Mercantile Law |
| **Period of presentation** | Semester 1 |

**Module content**

Basic principles of law of contract. Law of sales, credit agreements, lease.

## Business management 210 (OBS 210)

| | |
|---|---|
| **Module credits** | 16.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | OBS 114 or 124 with admission to the examination in the other |
| **Contact time** | 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Business Management |
| **Period of presentation** | Semester 1 |

**Module content**

Logistics management
The role of logistics in an enterprise; definition and scope of customer service; electronic and other logistics information systems; inventory management; materials management with special reference to Japanese systems; management of the supply chain. Methods of transport and transport costs; types and costs of warehousing; electronic aids in materials handling; cost and price determination of purchases; organising for logistics management; methods for improving logistics performance.

## Business management 220 (OBS 220)

| | |
|---|---|
| **Module credits** | 16.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Education<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | OBS 114 or 124 with admission to the examination in the other |
| **Contact time** | 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Business Management |
| **Period of presentation** | Semester 2 |

**Module content**

Project management: Introduction
Project management concepts; needs identification; the project, the project manager and the project team; types of project organisations; project communication and documentation.
Planning and control: planning, scheduling and schedule control of projects; resource considerations and allocations; cost planning and performance evaluation.

## Food commodities and preparation 210 (VDS 210)

| | |
|---|---|
| **Module credits** | 18.00 |
| **Service modules** | Faculty of Health Sciences |
| **Prerequisites** | VDS 121 |

| | |
|---|---|
| **Contact time** | 1 practical per week, 3 lectures per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 1 |

**Module content**

Module 1: The study of different food systems with regard to food preparation. Physical and chemical properties and the influence of the composition in food preparation.
Module 2: Food preparation basics of the following: soups and sauces, fruit and vegetables; salads; frozen desserts; gelatine.
Module 3: Origin and development of food habits; Factors influencing habits and choice; Dynamics of food habits. Influence of religion on food habits. Food habits of different ethnic groups.

## Food commodities and preparation 221 (VDS 221)

| | |
|---|---|
| **Module credits** | 18.00 |
| **Service modules** | Faculty of Health Sciences |
| **Prerequisites** | VDS 210 |
| **Contact time** | 3 lectures per week, 1 practical per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 2 |

**Module content**

Module 1: The study of different food systems with regard to food preparation. Physical and chemical properties and the influence of the composition in food preparation.
Module 2:  Food preparation basics of the following: meat; poultry; fish, legumes, eggs and milk, baked products (whole spectrum); leavening agents.
Module 3: The influence of culture on cuisines. Study of the cuisines of selected African, European and Eastern countries.

## Consumer behaviour 212 (BEM 212)

| | |
|---|---|
| **Module credits** | 16.00 |
| **Service modules** | Faculty of Engineering, Built Environment and Information Technology<br>Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | BEM 110 GS |
| **Contact time** | 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Marketing Management |
| **Period of presentation** | Semester 1 |

**Module content**

Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.

# Curriculum: Year 3

**Minimum credits: 143**

## Core modules

### Food service management 321 (VDB 321)

| | |
|---|---|
| **Module credits** | 18.00 |
| **Service modules** | Faculty of Health Sciences |
| **Prerequisites** | Natural and Agricultural Sciences students: VDS 322 # |
| **Contact time** | 1 practical per week, 3 lectures per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 2 |

**Module content**

Planning and layout of food service units for different food service systems. Equipment for food services. Factors influencing the choice and purchasing of equipment for different food service units. Hygiene and safety in food services. management in food service systems. Financial management in food services.

### Nutrition 311 (VDG 311)

| | |
|---|---|
| **Module credits** | 17.00 |
| **Prerequisites** | [FSG 110 and FSG 120] or VDG 220 |
| **Contact time** | 1 practical per week, 3 lectures per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 1 |

**Module content**

The study of nutrients and water regarding their chemical composition, characteristics, basic digestion, absorption, metabolism, functions, food sources and symptoms of deficiency and toxicity. Energy metabolism. Dietary recommendations and guidelines, dietary guides and meal planning. The use and application of food composition tables in dietary analysis.

### Nutrition during life cycle 321 (VDG 321)

| | |
|---|---|
| **Module credits** | 17.00 |
| **Prerequisites** | VDG 311 |
| **Contact time** | 3 lectures per week, 1 practical per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |

| | |
|---|---|
| **Period of presentation** | Semester 2 |

**Module content**

The role of nutrition in the life cycle. The role of nutrition in the prevention of lifestyle related diseases - osteoporosis, cancer, coronary heart disease, tooth decay. Vegetarianism. Different conditions of malnutrition: Protein Energy Malnutrition and obesity.

## Large-scale food production and restaurant management 322 (VDS 322)

| | |
|---|---|
| **Module credits** | 31.00 |
| **Service modules** | Faculty of Health Sciences |
| **Prerequisites** | VDS 210 and VDS 221 |
| **Contact time** | 3 lectures per week, 3 practicals per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 2 |

**Module content**

Module 1: Restaurant management. Table setting, table serving, wine service, food and wine pairing, beverage management
Module 2: Menu planning for different food service systems and styles of food service.
Module 3: Large scale food procurement, consumption and storage.
Practical work: Principles of large-scale food preparation and the practical application thereof in a practical restaurant situation. Recipe formats and adjustment applicable to large-scale food preparation. Work scheduling and the practical exposure to the use of large scale catering equipment in a real life situation.

## Food safety and hygiene 354 (VDS 354)

| | |
|---|---|
| **Module credits** | 12.00 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 2 lectures per week, 1 practical per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Food Science |
| **Period of presentation** | Semester 2 |

**Module content**

Module 1: General anatomy and morphology of bacteria, viruses and fungi. Basic nutritional requirements of micro-organisms and the effect of environmental factors on microbiological growth. Food decay, food poisoning and preservation of food by micro-organisms. Basic principles involved in disinfections, sterilization and control of microbes; techniques of microbial repression: sterilization by using heat, radiation, filtration, chemicals decimation of numbers.
Module 2: Food safety approached from retail, commercial and institutional angles. Safety issues surrounding food. Principles of food safety and food hygiene; good manufacturing practices; HACCP and risk analysis; employee health, hygiene and safety; Consumer rights and protection; occupational health and safety; health and food safety legislation in South Africa.

## Marketing research 314 (BEM 314)

| | |
|---|---|
| **Module credits** | 20.00 |
| **Service modules** | Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences |
| **Prerequisites** | BEM 110; BEM 212 GS and STK 110 |
| **Contact time** | 3 lectures per week |
| **Language of tuition** | Both Afr and Eng |
| **Academic organisation** | Marketing Management |
| **Period of presentation** | Semester 1 |

**Module content**

The role of marketing research, the process of marketing research, interpretation of secondary research, qualitative research, survey research, observation, measurement and attitude scaling, questionnaire design, sampling design and sampling procedures, basic data analysis, descriptive statistical analysis, interpretation and reporting of results, research report writing.

## Aesthetics: Product, consumer and environment 320 (EST 320)

| | |
|---|---|
| **Module credits** | 8.00 |
| **Prerequisites** | OBG 111 |
| **Contact time** | 2 lectures per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 1 |

**Module content**

Introduction to aesthetics. The interaction between environment and consumers' aesthetic experience. Visual merchandising: basic components; tools and techniques; planning in clothing, interior and foods retail settings

# Curriculum: Final year

**Minimum credits: 145**

## Core modules

### Food service management 420 (VDB 420)

| | |
|---|---|
| **Module credits** | 21.00 |
| **Prerequisites** | VDB 321 GS and ABV 320 |
| **Contact time** | 3 lectures per week, 1 practical per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 1 |

**Module content**

The professional food service manager’s roles, responsibilities and characteristics. Contemporary leadership and management styles in food service systems. Professionalism and ethics. Advanced food service systems and production management techniques and training facilitation. Marketing of  food services.

### Recipe development and standardisation 413 (VDS 413)

| | |
|---|---|
| **Module credits** | 30.00 |
| **Prerequisites** | VDS 310 or VDS 322 |
| **Contact time** | 3 lectures per week, 2 practicals per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 1 |

**Module content**

Recipe development process. Development of appropriate recipes and food products for a given situation. Standardisation of recipes. Food styling and food photography.

### Culinary art 414 (VDS 414)

| | |
|---|---|
| **Module credits** | 28.00 |
| **Prerequisites** | VDS 210 and VDS 221 |
| **Contact time** | 2 lectures per week, 2 practicals per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 1 |

**Module content**

Advanced food preparation and presentation techniques.

## Culinary art 424 (VDS 424)

| | |
|---|---|
| **Module credits** | 28.00 |
| **Prerequisites** | VDS 414 |
| **Contact time** | 2 practicals per week, 2 lectures per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 2 |

**Module content**

Advanced food preparation and presentation techniques. Event planning and banqueting.

## Experiential training in industry 400 (OPI 400)

| | |
|---|---|
| **Module credits** | 5.00 |
| **Prerequisites** | Documentation of work experience as required for years 1-3 |
| **Contact time** | 1 practical per week |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Semester 2 |

**Module content**

During the first  to fourth years of study  students must complete a total of 600 hours experiential training in the industry to develop practical and occupational skills, participate in community engagement and provide service learning. . This is equal to 3 weeks x40 hours (120 hours) per year for the first to third year and 6 weeks x 40 hours in the fourth year to include event management, according to requirements as determine d by the head of department. These "credits" include evidence of experiential training , service learning and community engagment during the four years of the degree programme and  must be successfully completed together with a complete portfolio before the degree will be conferred. Please note: Various practical and industry- interaction activities support the theoretical component of VDS 322, 413, 414, 417, 424, 427, FST 412 and TBE 311 (as applicable to the respective Consumer Science programmes)  and take place after hours to develop practical and industry skills,

## Food research project 480 (VNP 480)

| | |
|---|---|
| **Module credits** | 28.00 |
| **Prerequisites** | BEM 314 / FST 414 and Final-year status |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Year |

**Module content**

Research methodology. Planning, executing and reporting a research project in Food Management / Hospitality Management /Food Retail Management.

## Food research project 480 (VNP 480)

| | |
|---|---|
| **Module credits** | 28.00 |
| **Prerequisites** | BEM 314/ FST 414 and Final-year status |
| **Language of tuition** | Double Medium |
| **Academic organisation** | Consumer Science |
| **Period of presentation** | Year |

**Module content**

Research methodology. Planning, executing and reporting a research project in Food Management/Hospitality Management/Food Retail Management.

The information published here is subject to change and may be amended after the publication of this information. The General Regulations (G Regulations) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the General Rules section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.