



# University of Pretoria Yearbook 2017

## BConSci Food Retail Management (02130108)

**Duration of study** 4 years

**Total credits** 512

### Admission requirements

- The following persons will be considered for admission: a candidate who is in possession of a certificate that is deemed by the University to be equivalent to the required Grade 12 certificate with university endorsement; a candidate who is a graduate from another tertiary institution or has been granted the status of a graduate of such an institution; and a candidate who is a graduate of another faculty at the University of Pretoria.
- 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								
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

### 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 student registers for the second year when at least 80% of the first-year module credits have been passed.
- A student registers for the third year when at least 85% of the module credits of the previous years have been passed.
- 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 480 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 x 40 hours (120 hours) per year, according to requirements as determined by the head of department. These credits include evidence of experiential training, service learning and community engagement during the four years of the study 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 417 & VDS 427, VDS 413 and FST 412 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:

- Marketing research 314 and Strategic marketing 321
- Food service management 420
- Consumer food research 310
- Food safety and hygiene 354
- Recipe development and standardisation 413
- Consumer aspects of food 417
- Food retailing and visual merchandising of food 427
- Food research project 480



## Curriculum: Year 1

**Minimum credits: 128**

**Minimum credits:**

Fundamental = 12

Core = 116 credits

**Additional information:**

Students who do not qualify for AIM 102 must register for AIM 111 and AIM 121.

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

### Fundamental modules

#### Academic information management 111 (AIM 111)

**Module credits** 4.00

**Service modules**

Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Humanities  
Faculty of Law  
Faculty of Health Sciences  
Faculty of Natural and Agricultural Sciences  
Faculty of Theology

**Prerequisites** No prerequisites.

**Contact time** MAMELODI, 2 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**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  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Humanities  
Faculty of Law  
Faculty of Health Sciences  
Faculty of Natural and Agricultural Sciences  
Faculty of Theology  
Faculty of Veterinary Science



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<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week, MAMELODI
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Informatics
<b>Period of presentation</b>	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)

<b>Module credits</b>	6.00
<b>Service modules</b>	Faculty of Natural and Agricultural Sciences Faculty of Veterinary Science
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Unit for Academic Literacy
<b>Period of presentation</b>	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)

<b>Module credits</b>	0.00
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Natural + Agric Sciences Dean
<b>Period of presentation</b>	Year

### Academic information management 102 (AIM 102)

<b>Module credits</b>	6.00
<b>Service modules</b>	Faculty of Education Faculty of Economic and Management Sciences Faculty of Humanities Faculty of Law Faculty of Health Sciences Faculty of Natural and Agricultural Sciences Faculty of Theology Faculty of Veterinary Science
<b>Contact time</b>	2 lectures per week

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**Language of tuition** Separate classes for Afrikaans and English

**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

### Marketing Management 120 (BEM 120)

**Module credits** 10.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology

**Prerequisites** BEM 110

**Contact time** 3 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Marketing Management

**Period of presentation** Semester 2

### Module content

This module provides an overview of the fundamentals of marketing by considering the exchange process, customer value, marketing research and the development of a marketing plan. It also addresses the marketing mix elements with specific focus on the seven service marketing elements namely the service product, physical evidence, people, process, distribution, pricing and integrated marketing communication.

### Economics 110 (EKN 110)

**Module credits** 10.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** No prerequisites.

**Contact time** 1 discussion class per week, 2 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**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.

## Financial accounting 111 (FRK 111)

**Module credits** 10.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Law  
Faculty of Natural and Agricultural Sciences

**Prerequisites** No prerequisites.

**Contact time** 4 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**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.

## Physiology 110 (FSG 110)

**Module credits** 6.00

**Service modules** Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** No prerequisites.

**Contact time** 3 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**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  
Faculty of Natural and Agricultural Sciences

**Prerequisites** FSG 110

**Contact time** 3 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**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** Afrikaans and English is used in one class

**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  
Faculty of Education  
Faculty of Humanities  
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** Separate classes for Afrikaans and English

**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. Responsible leadership and the role of a business in society. 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  
Faculty of Education  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** Admission to the examination in OBS 114

**Contact time** 3 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Business Management

**Period of presentation** Semester 2

## Module content

The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South African entrepreneurs. Creativity and innovation, opportunity finding and exploitation. The business plan and resource requirements are explored. 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  
Faculty of Education  
Faculty of Humanities  
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** Separate classes for Afrikaans and English

**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.

## 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, 1 discussion class per week, 0.5 practical per week

**Language of tuition** Afrikaans and English is used in one class

**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

## Financial accounting 122 (FRK 122)

**Module credits** 12.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Law  
Faculty of Natural and Agricultural Sciences

**Prerequisites** FRK 111 GS or FRK 133, FRK 143

**Contact time** 4 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Accounting

**Period of presentation** Semester 2



## Module content

Budgeting, payroll accounting, taxation – income tax and an introduction to other types of taxes, credit and the new Credit Act, insurance, accounting for inventories (focus on inventory and the accounting entries, not calculations), interpretation of financial statements.

## 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** Afrikaans and English is used in one class

**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



## Curriculum: Year 2

**Minimum credits: 127**

**Minimum credits:**

Core = 127

### Core modules

#### Business law 210 (BER 210)

**Module credits** 16.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Economic and Management Sciences  
Faculty of Natural and Agricultural Sciences

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week, 1 discussion class per week

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Mercantile Law

**Period of presentation** Semester 1

#### Module content

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

#### Business law 220 (BER 220)

**Module credits** 16.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Economic and Management Sciences  
Faculty of Natural and Agricultural Sciences

**Prerequisites** Examination entrance for BER 210

**Contact time** 2 lectures per week, 1 discussion class per week

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Mercantile Law

**Period of presentation** Semester 2

#### Module content

Labour law. Aspects of security law. Law of insolvency. Entrepreneurial law; company law, law concerning close corporations. Law of partnerships.

#### Business management 210 (OBS 210)

**Module credits** 16.00



<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	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.

## Food commodities and preparation 210 (VDS 210)

<b>Module credits</b>	18.00
<b>Service modules</b>	Faculty of Health Sciences
<b>Prerequisites</b>	VDS 121
<b>Contact time</b>	1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Consumer Science
<b>Period of presentation</b>	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)

<b>Module credits</b>	18.00
<b>Service modules</b>	Faculty of Health Sciences
<b>Prerequisites</b>	VDS 210
<b>Contact time</b>	3 lectures per week, 1 practical per week
<b>Language of tuition</b>	Afrikaans and English is used in one class



**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.

## Informatics 281 (INF 281)

**Module credits** 3.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Natural and Agricultural Sciences

**Prerequisites** FRK 111, FRK 121 or FRK 100 or FRK 101

**Contact time** 2 practicals per week

**Language of tuition** Module is presented in English

**Academic organisation** Informatics

**Period of presentation** Semester 1 and Semester 2

### Module content

Computer processing of accounting information.

## Consumer behaviour 212 (BEM 212)

**Module credits** 16.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 120 GS

**Contact time** 3 lectures per week

**Language of tuition** Afrikaans and English is used in one class

**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.



## Integrated brand communications 224 (BEM 224)

**Module credits** 16.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 120 GS

**Contact time** 3 lectures per week

**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Marketing Management

**Period of presentation** Semester 2

### Module content

Integrated brand communications approach, marketing communication planning, objectives and budgets for integrated marketing communications, principles and strategising of marketing communication elements, new media, the brand name communication process, marketing metrics and evaluation for marketing communication effectiveness.

## Consumer facilitation 222 (VBF 222)

**Module credits** 8.00

**Contact time** 1 lecture per week

**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Consumer Science

**Period of presentation** Semester 2

### Module content

Consumer decision making and consumer socialisation ; determinants of informed, responsible consumer decisions and consume satisfaction. Consumer education; development of consumer skills. Expenditure pttrens of the diverse South African consumer market and diverse market contexts. Consumerism. Globalisation.



## Curriculum: Year 3

**Minimum credits: 135**

**Minimum credits:**

Core = 135

### Core modules

#### Labour relations 320 (ABV 320)

**Module credits** 20.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities

**Prerequisites** No prerequisites.

**Contact time** 3 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**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.

#### Marketing management 321 (BEM 321)

**Module credits** 20.00

**Service modules** Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 212

**Contact time** 3 lectures per week

**Language of tuition** Module is presented in English

**Academic organisation** Marketing Management

**Period of presentation** Semester 2



## Module content

Strategic issues in marketing, strategic marketing, strategic analysis (market analysis, customer analysis, competitor analysis and internal analysis), market strategies (competitive strategies, strategies in the product life cycle and relationship building strategies) and strategy implementation and control.

## Nutrition 311 (VDG 311)

<b>Module credits</b>	17.00
<b>Prerequisites</b>	[FSG 110 and FSG 120] or VDG 220
<b>Contact time</b>	1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Consumer Science
<b>Period of presentation</b>	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)

<b>Module credits</b>	17.00
<b>Prerequisites</b>	VDG 311
<b>Contact time</b>	3 lectures per week, 1 practical per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Consumer Science
<b>Period of presentation</b>	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.

## Consumer food research 310 (VDS 310)

<b>Module credits</b>	21.00
<b>Prerequisites</b>	VDS 221
<b>Contact time</b>	1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Consumer Science
<b>Period of presentation</b>	Semester 1





## Module content

Planning executing and reporting consumer food research. Food preservation and evaluation techniques. Experiments in food, emphasizing ingredient function and standard preparation methods. Application of experimental methods through which the chemical and physical reactions of food to different food handling, preparation and preservation techniques are illustrated. Quality evaluation and consumer orientated sensory evaluation of food products.

## Food safety and hygiene 354 (VDS 354)

<b>Module credits</b>	12.00
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week, 1 practical per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Food Science
<b>Period of presentation</b>	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)

<b>Module credits</b>	20.00
<b>Service modules</b>	Faculty of Humanities Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	BEM 120; BEM 212 GS and STK 110
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	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.



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

<b>Module credits</b>	8.00
<b>Prerequisites</b>	OBG 111
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Consumer Science
<b>Period of presentation</b>	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: 131**

**Minimum credits:**

Core = 131

**Additional information:**

OPI 400 (Experiential training in industry): During the first to fourth years of study students must complete a total of 480 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 x 40 hours (120 hours) per year, according to requirements as determined by the head of department. These credits include evidence of experiential training, service learning and community engagement during the four years of the study 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 417 & VDS 427, VDS 413 and FST 412 and take place after hours to develop practical and industry skills.

### Core modules

#### Sensory evaluation 412 (FST 412)

**Module credits** 10.00

**Prerequisites** FST 260, FST 351 and FST 352 or TDH

**Contact time** 12 discussion classes, 6 practicals per semester

**Language of tuition** Module is presented in English

**Academic organisation** Food Science

**Period of presentation** Semester 1

#### Module content

Principles and applications of sensory evaluation. Types of panels, tests and test conditions and their functions. Selection and training of panellists for descriptive sensory evaluation. Instrumental sensory quality measurements. Statistical analysis and interpretation of data. Practical aspects and execution of sensory evaluation techniques, analysis and interpretation of data. Instrumental sensory quality measurements.

#### 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** Afrikaans and English is used in one class

**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)

<b>Module credits</b>	30.00
<b>Prerequisites</b>	VDS 310 or VDS 322
<b>Contact time</b>	3 lectures per week, 2 practicals per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Consumer Science
<b>Period of presentation</b>	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.

## Experiential training in industry 400 (OPI 400)

<b>Module credits</b>	5.00
<b>Prerequisites</b>	Documentation of work experience as required for years 1-3
<b>Contact time</b>	1 practical per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Consumer Science
<b>Period of presentation</b>	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 determined by the head of department. These "credits" include evidence of experiential training, service learning and community engagement 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,

## Consumer aspects of food 417 (VDS 417)

<b>Module credits</b>	15.00
<b>Prerequisites</b>	BEM 212
<b>Contact time</b>	3 lectures per week



**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Consumer Science

**Period of presentation** Semester 1

### Module content

Module 1 : Role playing factors relating to consumer behaviour, food procurement and consumption. The introduction of the 2011 Consumer protection act and food labelling laws. Consumer education in relation to consumers' social responsibility.

Module 2: A South African perspective on food retail management with a focus on how general logistics throughout the supply chain is implemented with the South African consumer in mind.

## Food retailing and visual merchandising of food 427 (VDS 427)

**Module credits** 17.00

**Prerequisites** VDS 417

**Contact time** 1 lecture per week, 1 practical per week

**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Consumer Science

**Period of presentation** Semester 2

### Module content

Aspects of food retailing with regard to display, presentation and shop layout as applied to food products. Practical application of the principles in visual merchandising of food and food retailing in the food industry.

## Research project 400 (VBR 400)

**Module credits** 30.00

**Prerequisites** BEM 314 and Final-year status

**Contact time** 5 lectures per week, 2 practicals per week

**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Consumer Science

**Period of presentation** Year

### Module content

Research methodology. Planning, executing and reporting a research project in clothing retail management; food retail management, hospitality management or culinary science.

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.