

MODULE DESCRIPTOR

MODULE TITLE	CONTEMPORARY ISSUES IN FOOD AND DRINK		
MODULE CODE	TL3137 (L6)	CREDIT VALUE	20 CREDITS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims to explore the multi-disciplinary dimensions to the study of food, drink and culture in a contemporary context.

MODULE CONTENT

Socio-cultural: Multi-Culturalism and Diversity; Contemporary Food and Drink Practice; Food and Drink Symbolism; Food and Alcohol in History, Society and Culture; Farmers Markets; Food and Drink Festivals.

Psychological: Food and Drink: Choice, Preference, Avoidance, Hedonism, Aesthetic Principles and Identity; Excessive Alcohol Consumption; Youth Drinking Culture; The Licensing laws and the Impact on the Health Care system, Police and Local Authorities.

Culinary Arts: Contemporary Entrepreneurial Chefs; Celebrity Status; Cuisine and Culture; Food and Drink Commentators, Connoisseurs and Snobbery; Food and Drink Provenance; Food and Drink Matching; The Meal Experience; Menu Engineering and Design.

Philosophical: The Politics and Ethics of Food and Drink Consumption: Food Scarcity and Security; Food and Drink Supply Chains; Food and Drink Sustainability; The Slow Food Movement; The Local Food Movement: Globalisation and Localisation.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Demonstrate an in-depth knowledge of food and drink culture
2.	Holistically contextualize the multi-disciplinary aspects to the study of food and drink within culture
3.	Conceptualise, theorise and critique the key academic concepts in the study of food and drink

TEACHING METHODS

The students will attend weekly Lectures/ Seminars/ Workshops. They will be research informed and make use of guest speakers and fieldwork as appropriate.

Each Seminar will direct students towards recommended reading and will consist primarily of discussions and debates.

Seminars will be student focussed & flexible enough to respond to student needs.

The students will conduct their presentations within Seminars & their peers will be expected and encouraged to question & discuss the content of these presentations.

Some Seminars will be set aside for briefings & workshops related to assignments.

A range of supplementary learning materials will be available on E-Learn.

Students will undertake several e-learn tasks and tutorials will be available within the programme of study. The assessment strategy includes an integrated group presentation and an individual seminar paper weighted 50% and an individual essay weighted 50%.

ASSESSMENT METHODS

This module is assessed through a Presentation with a Seminar paper (50%) and a Report (50%).