



# University of Pretoria Yearbook 2023

## Bachelor of Consumer Science (Food Retail Management) [BConSci] (02130108)

**Department** Consumer and Food Sciences

**Minimum duration of study** 4 years

**Total credits** 512

**NQF level** 08

### Admission requirements

#### Important information for all prospective students for 2023

The admission requirements below apply to all who apply for admission to the University of Pretoria with a **National Senior Certificate (NSC) and Independent Examination Board (IEB) qualifications**. [Click here](#) for this Faculty Brochure.

#### Minimum requirements

##### Achievement level

##### English Home Language or English First Additional Language

##### Mathematics

##### APS

NSC/IEB

NSC/IEB

5

4

**28**

Life Orientation is excluded when calculating the APS.

You will be considered for final admission to degree studies if space allows, and if you have a National Senior Certificate (NSC) or equivalent qualification with admission to bachelor's degree studies, and comply with the minimum subject requirements as well as the APS requirements of your chosen programme.

**Applicants with qualifications other than the abovementioned** should refer to the Brochure:

Undergraduate Programme Information 2023: Qualifications other than the NSC and IEB, available at [click here](#).

International students: [Click here](#).

#### Transferring students

A transferring student is a student who, at the time of applying at the University of Pretoria (UP) is/was a registered student at another tertiary institution. A transferring student will be considered for admission based on NSC or equivalent qualification and previous academic performance. Students who have been dismissed from other institutions due to poor academic performance will not be considered for admission to UP.

**Closing dates:** Same as above.

#### Returning students

A returning student is a student who, at the time of application for a degree programme is/was a registered

student at UP, and wants to transfer to another degree at UP. A returning student will be considered for admission based on NSC or equivalent qualification and previous academic performance.

**Note:**

- Students who have been excluded/dismissed from a faculty due to poor academic performance may be considered for admission to another programme at UP, as per faculty-specific requirements.
- Only ONE transfer between UP faculties and TWO transfers within a faculty will be allowed.
- Admission of returning students will always depend on the faculty concerned and the availability of space in the programmes for which they apply.

**Closing date for applications from returning students**

Unless capacity allows for an extension of the closing date, applications from returning students must be submitted before the end of August via your UP Student Centre.

## Other programme-specific information

### 1.1 Requirements for specific modules

A candidate who:

- a. does not qualify for STK 110, must enrol for STK 113 and STK 123;
- b. registers for Mathematical Statistics (WST) and Statistics (STK) modules must take note that WST and STK modules, except for STK 281, may not be taken simultaneously in a programme; a student must take one and only one of the following options:
  - WST 111, WST 121, WST 212, WST 211, WST 221, WST 311, WST 312, WST 322, WST 321, and STK 353  
or
  - WST 111, WST 121, WST 212, WST 211, WST 221, WST 311, WST 312, WST 322, STK 320, STK 353.  
or
  - STK 110, STC 122, STK 210, STK 220, WST 212, STK 310, STK 320, STK 353.
- c. registers for a module presented by another faculty must take note of the timetable clashes, prerequisites for that module, subminimum required in examination papers, supplementary examinations, etc.

### 1.2 Fundamental modules

- a. It is compulsory for all new first-year students to satisfactorily complete the Academic orientation (UPO 102) and to take Academic information management modules (AIM 111 and AIM 121) and Language and study skills (LST 110). Please see curricula for details.
- b. Students who intend to apply for admission to MBChB or BChD in the second semester, when places become available in those programmes, may be permitted to register for up to 80 module credits and 4 core modules in the first semester during the first year provided that they obtained a final mark of no less than 70% for Grade 12 Mathematics and achieved an APS of 34 or more in the NSC.

## 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 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.

## General information

### **University of Pretoria Programme Qualification Mix (PQM) verification project**

*The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.*



## Curriculum: Year 1

**Minimum credits: 133**

Fundamental = 14

Core = 119

### **Additional information:**

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

**NQF Level** 05

#### **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 and Religion

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week

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

**Department** 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

**NQF Level** 05

#### **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 and Religion  
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>Department</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>NQF Level</b>	05
<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>Department</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>NQF Level</b>	00
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Natural and Agricultural Sciences Deans Office
<b>Period of presentation</b>	Year

## Core modules

### Marketing management 120 (BEM 120)

<b>Module credits</b>	10.00
<b>NQF Level</b>	05



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

**Contact time** 3 lectures per week

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

**Department** 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

**NQF Level** 05

**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** Module is presented in English

**Department** 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

**NQF Level** 05

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



<b>Prerequisites</b>	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
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Economics
<b>Period of presentation</b>	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

**NQF Level** 05

### 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** Module is presented in English

**Department** 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 122 (FRK 122)

**Module credits** 12.00

**NQF Level** 05



**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** Module is presented in English

**Department** 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.

## Physiology 110 (FSG 110)

**Module credits** 6.00

**NQF Level** 05

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

**Prerequisites** No prerequisites.

**Contact time** 3 lectures per week

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

**Department** 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

**NQF Level** 05

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

**Prerequisites** FSG 110

**Contact time** 3 lectures per week

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

**Department** 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.

## Informatics 183 (INF 183)

**Module credits** 3.00

**NQF Level** 05

**Prerequisites** No prerequisites.

**Contact time** 1 practical per week

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

**Department** Informatics

**Period of presentation** Year

## Module content

Computer processing of accounting information.

## Design principles 111 (OBG 111)

**Module credits** 7.00

**NQF Level** 05

**Prerequisites** No prerequisites.

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

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

**Department** Consumer and Food Sciences

**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

**NQF Level** 05

**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** Module is presented in English



**Department** Business Management

**Period of presentation** Semester 1

**Module content**

The entrepreneurial mind-set; managers and managing; values, attitudes, emotions, and culture: the manager as a person; ethics and social responsibility; decision making; leadership and responsible leadership; effective groups and teams; managing organizational structure and culture inclusive of the different functions of a generic organisation and how they interact (marketing; finance; operations; human resources and general management); contextualising Sustainable Development Goals (SDG) in each of the topics.

**Business management 124 (OBS 124)**

**Module credits** 10.00

**NQF Level** 05

**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** Module is presented in English

**Department** Business Management

**Period of presentation** Semester 2

**Module content**

Value chain management: functional strategies for competitive advantage; human resource management; managing diverse employees in a multicultural environment; motivation and performance; using advanced information technology to increase performance; production and operations management; financial management; corporate entrepreneurship.

**Statistics 110 (STK 110)**

**Module credits** 13.00

**NQF Level** 05

**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 practical per week, 1 tutorial per week, 3 lectures per week

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

**Department** 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). Supporting mathematical concepts. Statistical concepts are demonstrated and interpreted through practical coding and simulation within a data science framework.

## Basic food preparation 111 (VDS 111)

**Module credits** 6.00

**NQF Level** 05

**Service modules** Faculty of Health Sciences

**Prerequisites** No prerequisites.

**Contact time** 0.5 practical per week, 1 discussion class per week, 1 lecture per week

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

**Department** Consumer and Food Sciences

**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

**NQF Level** 05

**Service modules** Faculty of Health Sciences

**Prerequisites** VDS 111

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

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

**Department** Consumer and Food Sciences

**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: 124

### Core modules

#### Consumer behaviour 212 (BEM 212)

**Module credits** 16.00

**NQF Level** 07

**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** Module is presented in English

**Department** 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 marketing communications 224 (BEM 224)

**Module credits** 16.00

**NQF Level** 06

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

**Prerequisites** BEM 120 GS

**Contact time** 3 lectures per week

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

**Department** 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.



## Business law 210 (BER 210)

**Module credits** 16.00

**NQF Level** 06

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

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

**Department** 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

**NQF Level** 06

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

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

**Department** 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

**NQF Level** 06

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
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** Module is presented in English

**Department** 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.

### Consumer facilitation 222 (VBF 222)

**Module credits** 8.00

**NQF Level** 06

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week

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

**Department** Consumer and Food Sciences

**Period of presentation** Semester 2

### Module content

Consumer decision-making (determinants of informed, responsible consumer decisions, the complexity of consumer decisions), consumer satisfaction, consumer socialisation (consumer education, development of consumer skills), consumerism (consumer protection) and consumer complaint behaviour. Gender issues in consumer decision-making, expenditure patterns of the diverse South African consumer market and globalisation. The UN sustainable development goals #5 and 12 are addressed in this module and all projects are focused on responsible consumption behaviour.

### Food commodities and preparation 210 (VDS 210)

**Module credits** 18.00

**NQF Level** 06

**Service modules** Faculty of Health Sciences

**Prerequisites** VDS 121

**Contact time** 1 practical per week, 3 lectures per week

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

**Department** Consumer and Food Sciences

**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.

All modules encompass sustainable food preparation practices through the principles of waste management, including the utilising and minimization of food waste and portion control. Sustainability is addressed by the food practices of local ethnic cultures, the ingredients used by these cultures and how to utilise these ingredients and substituting ingredients with local alternatives.

## Food commodities and preparation 221 (VDS 221)

**Module credits** 18.00

**NQF Level** 06

**Service modules** Faculty of Health Sciences

**Prerequisites** VDS 210

**Contact time** 1 practical per week, 3 lectures per week

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

**Department** Consumer and Food Sciences

**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.

All modules encompass sustainable food preparation practices through the principles of waste management, including the utilising and minimization of food waste and portion control. Sustainability is addressed by the food practices of local ethnic cultures, the ingredients used by these cultures and how to utilise these ingredients and substituting ingredients with local alternatives.





## Curriculum: Year 3

Minimum credits: 135

### Core modules

#### Labour relations 320 (ABV 320)

**Module credits** 20.00

**NQF Level** 07

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

**Prerequisites** No prerequisites.

**Contact time** 3 lectures per week

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

**Department** 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 research 314 (BEM 314)

**Module credits** 20.00

**NQF Level** 07

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

**Prerequisites** BEM 120 and STK 110 GS

**Contact time** 3 lectures per week

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

**Department** 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.

### Marketing management 321 (BEM 321)

**Module credits** 20.00

**NQF Level** 07

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

**Prerequisites** BEM 120

**Contact time** 3 lectures per week

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

**Department** 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.

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

**Module credits** 8.00

**NQF Level** 07

**Prerequisites** OBG 111

**Contact time** 2 lectures per week

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

**Department** Consumer and Food Sciences

**Period of presentation** Semester 1

## Module content

Introduction to aesthetics. The interaction between environments and consumers' aesthetic experience. Visual merchandising: basic components, tools, techniques, and equipment used in clothing and food retail settings. Use of sustainable strategies in visual merchandising planning in clothing, and food retail settings. Latest trends in clothing and food visual merchandising. This module addresses UN sustainable development goals: #8 (decent work and economic growth), #9 (industry innovation and infrastructure) and #12 (responsible consumption and production).



### Nutrition (Capita Selecta from HNT 210) 310 (VDG 310)

<b>Module credits</b>	17.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<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 (Capita Selecta from HNT 220) 320 (VDG 320)

<b>Module credits</b>	17.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

#### Module content

The role of nutrition in the life cycle: Prevention of lifestyle related diseases such as osteoporosis, cancer, coronary heart disease, tooth decay. Protein energy malnutrition and obesity.

### Consumer food research 310 (VDS 310)

<b>Module credits</b>	21.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	VDS 221
<b>Contact time</b>	1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<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)

**Module credits** 12.00

**NQF Level** 07

**Prerequisites** No prerequisites.

**Contact time** 1 practical per week, 2 lectures per week

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

**Department** Consumer and Food Sciences

**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.



## Curriculum: Final year

**Minimum credits: 128**

### 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

**NQF Level** 08

**Prerequisites** STK 110 or equivalent Statistics module Checked TC 05/09/2022

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

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

**Department** Consumer and Food Sciences

**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. Practicals: Practical aspects and execution of sensory evaluation techniques, analysis and interpretation of data.

### Experiential training in industry 400 (OPI 400)

**Module credits** 5.00

**NQF Level** 08

**Prerequisites** Documentation of work experience as required for years 1-3

**Contact time** 1 practical per week

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

**Department** Consumer and Food Sciences

**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, including the following:

- event management for Hospitality Management students, according to requirements as determined by the head of department;
- or
- a culinary science project application for Culinary Science students, according to requirements as determined by the head of department.

These 'credits' comprise 50 learning hours and the balance of the hours include work-related experience 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 and FST 412 (as applicable to the respective Consumer Science programmes) and take place after hours to develop practical and industry skills.

## Research project 400 (VBR 400)

<b>Module credits</b>	30.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	BEM 314 and Final-year status
<b>Contact time</b>	1 lecture per week, 1 practical per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Year

### Module content

Research methodology. Plan, execute and report research project in clothing retail management, food retail management, hospitality management or culinary science.

## Food service management 420 (VDB 420)

<b>Module credits</b>	21.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	VDB 321 GS and ABV 320
<b>Contact time</b>	1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2



## 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.

All lectures and practical discussion sessions focus on the role of food service management in addressing the UN Sustainable Development Goal #12 to promote sustainable consumption and production patterns. The practical components of presenting a workshop and setting up a small business encourages innovation and entrepreneurial growth and sustainability, thereby addressing the UN Sustainable Development Goal #8 to promote full and productive employment and economic growth.

## Recipe development and standardisation 413 (VDS 413)

**Module credits** 30.00

**NQF Level** 08

**Prerequisites** VDS 310 or VDS 322

**Contact time** 2 practicals per week, 3 lectures per week

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

**Department** Consumer and Food Sciences

**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.

The UN sustainable development goals #3; 8; 9; 11 and 12 are addressed during the theory components and practical sessions. Projects are focused on identifying not only critical areas of concern but also possible mitigating strategies thus encouraging innovation to achieve good health and well-being, responsible industry consumption, production community engagement and economic growth.

## Consumer aspects of food 417 (VDS 417)

**Module credits** 15.00

**NQF Level** 08

**Prerequisites** BEM 212

**Contact time** 3 lectures per week

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

**Department** Consumer and Food Sciences

**Period of presentation** Semester 1



## Module content

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. The UN sustainable development goal #12 is addressed in this subject. Projects are focused on consumer education, responsible consumer consumption and household production as well as community engagement.

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

**Module credits** 17.00

**NQF Level** 08

**Prerequisites** VDS 417

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

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

**Department** Consumer and Food Sciences

**Period of presentation** Semester 2

## Module content

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. Aspects of food retailing with regard to display, presentation and shop layout as applied to food products are accentuated. This includes a practical application of the principles in visual merchandising of food and food retailing in the food industry. The UN sustainable development goal #12 is addressed during the theory components and practical sessions. Projects are focused on identifying not only critical areas of concern across the supply chain with possible mitigating strategies (thus encouraging responsible industry consumption, production) but also the adoption of innovative marketing strategies/ visual merchandising that educate consumers in terms of more sustainable consumption and production.

## Regulations and rules

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.





### **University of Pretoria Programme Qualification Mix (PQM) verification project**

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.