

MODULE DOCUMENTATION

Culinary Digital Applications

INFO06051

Elective


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Full Title	Culinary Digital Applications		
Status	Uploaded to Banner	Start Term	2016
NFQ Level	06	ECTS Credits	05
Module Code	INFO06051	Duration	Semester - (13 Weeks)
Grading Mode		Department	Culinary Arts
Module Author	Michelle Glynn		

Module Description

This module will provide the students with the skills to bring the digital world into the culinary environment.

Learning Outcomes	
	<i>On completion of this module the learner will/should be able to:</i>
1.	Learn about current Internet Technologies
2.	Design and develop a modern web page
3.	Developing and maintaining an online presence
4.	Design and create a relational database using a database management system. Be able to extract data and create reports
5.	Identify and discuss the relevance of legal/ethical issues and IT

Indicative Syllabus

1. The Internet 10%

1.1. Introduction to Internet technologies

2. Web page Design 30%

2.1. Creating a Blog

2.2 Developing and maintaining an online presence

3.2 Managing social media

4. Emerging technologies 10%

5. Online Marketing 10%

6. Advanced Database Management 15%

6.1. Managing database resources (MS Access)

6.2. Database development

6.3. Design queries to interrogate a database

6.4. Create forms using controls to enhance functionality

6.5. Design reports

7. Computing and people issues 10%

7.1. Ethics for the information age

Teaching and Learning Strategy

Module will be delivered with 1 hour theory and 2 hour practical. The theory class will support the elements carried out in the practical sessions.

Assessment Strategy

Module will be assessed through 100% Continuous Assessment.

Repeat Assessment Strategies

Repeat procedure will be carried out through practical assessments

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Assignment	50 %	OnGoing	1,2,3,4,5
Assignment	Assignment	50 %	OnGoing	1,2,3,4,5

Full Time Delivery Mode Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	1	Weekly	1.00
Practical	Practical	Computer Laboratory	2	Weekly	2.00

Recommended Reading Book List

Reed, J., (2014). *Get Up to Speed With Online Marketing: How to Use Websites, Blogs, Social Networking and More to Promote Your Business*. Pearson Education Limited.
ISBN 129200116X ISBN-13 9781292001166

Layon, K., (2013). *Digital Product Management: Design websites and mobile apps that exceed expectations (Voices That Matter)*. New Riders.
ISBN 0321947975 ISBN-13 9780321947970

Programme Membership

GA_OCULG_B07 201500 Bachelor of Business in Culinary Arts
 GA_OFIEG_H08 201800 Bachelor of Business (Honours) in Food Innovation and Enterprise
 GA_OFIEG_B07 201800 Bachelor of Business in Food Innovation and Enterprise
 GA_OCGSG_B07 202000 Bachelor of Arts in Culinary and Gastronomic Sciences
 GA_OCGSG_H08 202000 Bachelor of Arts (Honours) in Culinary and Gastronomic Sciences
 GA_OCPCG_C06 202000 Higher Certificate in Arts in Culinary Arts - Professional Chef Programme
 GA_OCGSG_C06 202000 Higher Certificate in Arts in Culinary Arts (Exit)