

Module Title:	Management in the Brewing and Distilling Industry
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	Learners will be exposed to theory and practice of management through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate.
Module Aim:	The aim of this module is to provide the learner with an understanding of management theories concepts and frameworks and their application to the various structures, functions and operations of organisations in the brewing and distilling industry.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Select the appropriate models and techniques for evaluating and drawing strategic conclusions about the future of the the Brewing and Distilling Industry
LO2	Analyse industries and competitive strategies together with strategic capabilities.
LO3	Utilise market research techniques to analyse the brewing and distilling industry and develop consumer insights
LO4	Critically assess the role of destination marketing as it applies to the brewing and distilling tourism industry

Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Strategic Management Process

The Strategic Management Process Defining Strategy and the Strategic Management Process. Corporate Mission, Goals and Stakeholders, Business Development, Strategy as an Emergent Process, Intended and Emergent Strategies, Strategic Leadership.

The Business Environment

External Analysis - Identification of Opportunities and Threats External Analysis, SWOT analysis, PEST analysis. Defining the Industry, Sectors, Competitors, Market Segments. Strategic Groups. Industry Life Cycle Analysis. The Global and National Environments.

Market Research and Information Systems

The Marketing Information System; Consumer Insights; The Marketing Research Process; Market Research methods - Qualitative and Quantitative techniques

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Learners will prepare a written report on the factors and forces of the brewing and distilling industry based on sound market research techniques and the application of business models and frameworks. They will provide consumer insights. Learners will provide an interim report in week 7. Learners will prepare and present a formal presentation in week 12	1,2,3,4	100.00	Sem 1 End

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_SABRE_B	Bachelor of Science (Honours) in Brewing and Distilling	7	Mandatory