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BAKG 1111: Bakery Merchandising

EFFECTIVE DATE

DEPARTMENT

Baking & Pastry Arts
DESCRIPTION

In this course, students are introduced to the basic principles of merchandising and customer relations through working in VCC's own retail bakeshop, Seiffert Market. Students learn to merchandise products appropriately and effectively and experience how a retail bakeshop operates. Students will also be researching industry merchandising and operation standards and methods. Using an experiential learning approach, this course will also provide students with the opportunity to work independently and in cooperative teams to apply theory to practice and to reflect on their own performance and product outcomes. Group discussions are facilitated to reflect on processes, product outcomes, customer relations, and learning. This course is part of the full-time Baking Foundation - High School, Baking and Pastry Arts - Advanced Baking Specialty, Baking and Pastry Arts - ESL, Baking and Pastry Arts - Patisserie Specialty Programs.

CREDITS

1.0

YEAR OF STUDY

1st Year Post-secondary

PREREQUISITES

None

COREQUISITES

None

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Merchandise products appropriately and effectively and experience how a retail bakeshop operates.
- Researching industry merchandising and operation standards and methods.
- Adhere to industry health and safety standards in the preparation, handling and storage of baked goods.
- Comply with shop safety practices.
- Practice professional etiquette and personal hygiene as required by the food industry.
- Participate and communicate effectively as a team member.

- Implement principles of bakery management and merchandising for inventory and cost control.
- Recognize the theoretical principles and processes that influence product outcomes.
- Evaluate products according to governing theoretical principles and processes.

PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

HOURS

Lecture: 5

Self-paced: 5

Other: 20

INSTRUCTIONAL STRATEGIES

Using an experiential approach, this course will provide students with the opportunity to work independently and in cooperative teams to apply theory to practice in the kitchen. Theory will also be integrated with practice during demonstrations and station work. Continuous reflection gives students the opportunity to deepen their learning as they reflect on their own performance, product outcomes and understanding.

GRADING SYSTEM

Letter Grade (A-F)

PASSING GRADE

B-

EVALUATION PLAN

Type	Percentage	Assessment activity
Assignments	35	In-store bakery assignment
Project	65	Industry research assignment

COURSE TOPICS

- Merchandising principles, bakeshop themes, customer service and relations, organization and management of production and customer relations shifts; supporting team members; critical analysis of product outcomes; reflective observations of performance, development and learning; safety and sanitation procedures, application of inventory and waste management.

LEARNING RESOURCES

None

Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

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