

## Programme Regulations: 2021/22

### Programme Titles:

**Degree of Bachelor of Science with Honours in Food Business Management and Marketing**  
**UCAS Code: ND61**

**Bachelor (Hons) Food Business Management and Marketing with Study Abroad (Between Stages 2 and 3) - 1574U**

**Degree of Bachelor of Science with Honours in Food Business Management and Marketing with Placement Year**  
**Code: 1313U**

### Notes

- (i) *These programme regulations should be read in conjunction with the University's Taught Programme Regulations.*
- (ii) *All optional modules are offered subject to the constraints of the timetable and to any restrictions on the number of students who may be taught on a particular module. Not all modules may be offered in all years and they are listed subject to availability.*
- (iii) *A compulsory module is a module which a student is required to study.*
- (iv) *All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*

### 1. Stage 1

All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>
ACE1000	Introduction to Marketing and Consumer Behaviour	20	10	10	4
ACE1006	Introductory Business Economics	10	10		4
ACE1018	Introduction to Nutrition, Food Science and the Food Industry	20	10	10	4
ACE1040	Academic and Professional Skills	20	10	10	4
ACE1041	Agri-Food Supply Chains	20	10	10	4
ACE1047	Introduction to Agri-Food Business Management	20	10	10	4
ECO1020	Introductory Macroeconomics	10		10	4

## 2. Stage 2

(a) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>
ACE2000	Marketing Digital Strategy	20	10	10	5
ACE2012	Consumer and Business Economics	20	10	10	5
ACE2069	Dissertation and Research Preparation	10		10	5
ACE2078	Qualitative Research Methods	10	10		5
ACE2080	New Food Product Development	20	10	10	5

(b) All candidates shall take 40 credits of optional modules normally selected from the following:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>
ACC1000	Introduction to Non-Specialist Accounting and Finance	20	10	10	4
ACE2006	Agricultural Economics and Policy	10	10		5
ACE2010	Current Trends in Agricultural Markets	10		10	5
ACE2067	Agribusiness and Management Simulation	20	10	10	5
BUS2000	Human Resource Management	20	10	10	5
BUS2034	Operations Management	20	10	10	5
LAW1054	Introduction to Business Law	20	10	10	4
PSY2003	Social Psychology	10	10		6

With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected.

## 3. Year 3 (Intercalating Year) - 1313U only

On completion of Stage 2 and before entering Stage 3, candidates may as part of their studies for the degree spend a year in a placement with an approved organisation. Permission to undertake a placement is subject to the approval of the Degree Programme Director. Students who are required to re-sit their Stage 2 assessment must delay the start of their placement until they have done so. Students who fail Stage 2 may not complete a placement year.

All intercalating students shall take the following compulsory module:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>
NCL3000	Careers Service Placement Year Module	120	60	60	6

#### 4. Stage 3

(a) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>
ACE3078	Data and Marketing Analytics	10	10		6
ACE3079	Food Business Economics	10	10		6
ACE3201	Marketing and Public Policy	10	10		6
ACE3202	Communication and Behaviour Change	10		10	6

(b) All candidates shall take one of the following modules:

**Either**

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>
ACE3099	Agri-food Business Management and Marketing Dissertation	30	10	20	6

**Or**

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>
ACE3209	Food Innovation Consultancy	30	15	15	6

(c) All candidates shall take 50 credits of optional modules normally selected from the following:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>
ACC2000	Interpreting Company Accounts	20	10	10	5
ACE3000	Globalisation: Patterns, Processes and Challenges	20		20	6
ACE3012	Advanced Agri-Business Management	20	10	10	6
ACE3040	Animal Product Quality and Marketing	10		10	6
NCL2100*	Developing Enterprise, Entrepreneurship and Employability	20	10	10	5
NCL3007*	Career Development for Final Year Students	20	10	10	6
PSY3006	Consumer Psychology	20	20		6
PSY3009	To cheat or not to cheat: The Evolution of Cooperative Behaviour	10		10	6

\* Students may opt to take only 20 credits of NCL modules.

With the approval of the Degree Programme Director, alternative optional modules to those listed above may be selected.

## **5. Assessment methods**

Details of the assessment pattern for each module are explained in the module outline.

## **6. Degree classification**

Candidates will be assessed for degree classification on the basis of all the modules taken at Stages 2 and 3 with the weighting of the two stages being 1:3 for Stage 2 and Stage 3 respectively.