

Programme Regulations: 2025/26

Programme Titles:

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

Degree of Bachelor of Science with Honours in Food Business Management and Marketing with International Study Year - Code: 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) *Programme transfers for Student Visa students may be restricted. Please refer to the Visa Team for advice.*
- (v) *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> |
|-------------|---|----------------------|----------------------|----------------------|--------------|
| NES1001 | Introduction to Business Management | 10 | | 10 | 4 |
| NES1100 | Sustainability in Practice | 20 | 10 | 10 | 4 |
| NES1101 | Introduction to Marketing and Consumer Behaviour | 20 | 10 | 10 | 4 |
| NES1102 | Introductory Business Economics | 10 | 10 | | 4 |
| NES1103 | Introduction to Nutrition, Food Science and the Food Industry | 20 | 10 | 10 | 4 |
| NES1200 | Academic and Professional Skills | 20 | 10 | 10 | 4 |
| NES1201 | Introduction to Sustainability | 20 | 10 | 10 | 4 |

2. Stage 2

(i) Candidates who commenced their studies prior to September 2023

(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> |
|-------------|---------------------------------------|----------------------|----------------------|----------------------|--------------|
| NES2100 | Marketing Strategy | 20 | 10 | 10 | 5 |
| NES2103 | Consumer and Business Economics | 20 | 10 | 10 | 5 |
| NES2106 | Qualitative Research Methods | 10 | 10 | | 5 |
| NES2107 | New Food Product Development | 20 | 10 | 10 | 5 |
| NES2200 | Dissertation and Research Preparation | 10 | | 10 | 5 |

(b) All candidates shall select optional modules to the value of 40 credits from the following list:

| <i>Code</i> | <i>Descriptive title</i> | <i>Total Credits</i> | <i>Credits Sem 1</i> | <i>Credits Sem 2</i> | <i>Level</i> |
|-------------|--|----------------------|----------------------|----------------------|--------------|
| BUS2000 | Human Resource Management | 20 | 10 | 10 | 5 |
| ISO2034 | Operations Management | 20 | 10 | 10 | 5 |
| LAW1054 | Introduction to Business Law | 20 | 10 | 10 | 4 |
| NES2000 | Current Trends in Agricultural Markets | 10 | | 10 | 5 |
| NES2102 | Agricultural Economics and Policy | 10 | 10 | | 5 |
| NUT2003 | Food Science and Technology | 20 | | 20 | 5 |
| PSY2003 | Social Psychology | 10 | 10 | | 6 |

Candidates should look to select modules with a credit weighting of 60/60 per semester. A 70/50 or 50/70 split is allowable, but candidates should speak to their personal tutor in the first instance.

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

(ii) Candidates commencing their studies from September 2023

(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> |
|-------------|---------------------------------------|----------------------|----------------------|----------------------|--------------|
| NES2100 | Marketing Strategy | 20 | 10 | 10 | 5 |
| NES2103 | Consumer and Business Economics | 20 | 10 | 10 | 5 |
| NES2106 | Qualitative Research Methods | 10 | 10 | | 5 |
| NES2107 | New Food Product Development | 20 | 10 | 10 | 5 |
| NES2109* | Global Agri-Food Supply Chains | 10 | 10 | | 5 |
| NES2200 | Dissertation and Research Preparation | 10 | | 10 | 5 |

* Please note this module will run in 2025/26 then alternate years thereafter e.g. 2027/28.

(b) All candidates shall select optional modules to the value of 30 credits from the following list:

| <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 | | 20 | 4 |
| BUS2000 | Human Resource Management | 20 | 10 | 10 | 5 |
| ISO2034 | Operations Management | 20 | 10 | 10 | 5 |
| NES2202 | Sustainable Solutions | 10 | 10 | | 5 |
| NUT2003 | Food Science and Technology | 20 | | 20 | 5 |
| PSY2003 | Social Psychology | 10 | 10 | | 6 |

Candidates should look to select modules with a credit weighting of 60/60 per semester. A 70/50 or 50/70 split is allowable, but candidates should speak to their personal tutor in the first instance.

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

3. Year 3 (Careers Placement 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. Year 3 (International Study Year)

On completion of Stage 2 and before entering Stage 3, candidates may as part of their studies for the degree spend a year abroad at an appropriate exchange partner institution. Permission to undertake a year abroad 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 year abroad.

All intercalating students shall take the following compulsory module

| <i>Code</i> | <i>Descriptive title</i> | <i>Total Credits</i> | <i>Credit Sem 1</i> | <i>Credit Sem 2</i> | <i>Credit Sem 3</i> | <i>Level</i> | <i>Type</i> | <i>Mode</i> |
|-------------|--------------------------|----------------------|---------------------|---------------------|---------------------|--------------|-------------|-------------|
| ISY3000 | International Study Year | 120 | 60 | 60 | | 6 | | |

5. 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> |
|-------------|--|----------------------|----------------------|----------------------|--------------|
| NES3106 | Data & Marketing Analytics | 10 | 10 | | 6 |
| NES3107 | Food Business Economics | 10 | | 10 | 6 |
| NES3110 | Global Food Policy | 10 | 10 | | 6 |
| NES3111 | Agri-food Communication and Behaviour Change | 10 | | 10 | 6 |

(c) 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> |
|-------------|--|----------------------|----------------------|----------------------|--------------|
| NES3109 | 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> |
|-------------|-----------------------------|----------------------|----------------------|----------------------|--------------|
| NES3113 | Food Innovation Consultancy | 30 | 10 | 20 | 6 |

(i) Candidates who commenced their studies prior to September 2023

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 |
| EIN3000 | Enterprise and Entrepreneurship with Lean Innovation | 20 | 10 | 10 | 6 |
| MKT3021 | Brand Management | 20 | 10 | 10 | 6 |
| NCL3007 | Career Development for Final Year Students | 20 | 10 | 10 | 6 |
| NES2109** | Global Agri-Food Supply Chains | 10 | 10 | | 5 |
| NES3103 | Advanced Agri-Business Management | 20 | 10 | 10 | 6 |
| NUT3013 | Allergens and the Food Industry | 20 | | 20 | 6 |
| PSY3006 | Consumer Psychology | 20 | | 20 | 6 |

* Please note this module has ACC1000 as a prerequisite

** Please note this module will run in 2025/26 then alternate years thereafter e.g. 2027/28.

(ii) Candidates commencing their studies from September 2023

(c) All candidates shall select optional modules to the value of 50 credits from the following list:

| <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 |
| EIN3000 | Enterprise and Entrepreneurship with Lean Innovation | 20 | 10 | 10 | 6 |
| MKT3021 | Brand Management | 20 | 10 | 10 | 6 |
| NCL3007 | Career Development for Final Year Students | 20 | 10 | 10 | 6 |
| NES2109** | Global Agri-Food Supply Chains | 10 | 10 | | 5 |
| NES3011 | Your Future – Occupational Awareness | 10 | | 10 | 6 |
| NES3103 | Advanced Agri-Business Management | 20 | 10 | 10 | 6 |
| NUT3013 | Allergens and the Food Industry | 20 | | 20 | 6 |
| PSY3006 | Consumer Psychology | 20 | | 20 | 6 |

*Please note this module has ACC1000 as a prerequisite

**Please note this module will run in 2025/26 then alternate years thereafter e.g. 2027/28.

Candidates should look to select modules with a credit weighting of 60/60 per semester. A 70/50 or 50/70 split is allowable, but candidates should speak to their personal tutor in the first instance.

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.