

Programme Regulations: 2026/27

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

(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>
ACC1000	Introduction to Non-Specialist Accounting and Finance	20		20	4
BUS2000	Human Resource Management	20	10	10	5
ISO2032	Service Operations Strategy and 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>
NES3011	Your Future – occupational awareness	10		10	6
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

(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>
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

(c) 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>
ACC2000*	Interpreting Company Accounts*	20	10	10	5
EIN3000	Enterprise and Entrepreneurship with Lean Innovation	20		20	6
MKT3021	Brand Management	20	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

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.