BSc Food Marketing and Business Economics   **UCAS code: D670**
For students entering Part 1 in 2011/2

Awarding Institution: University of Reading
Teaching Institution: University of Reading
Relevant QAA subject Benchmarking group(s): Agriculture, Food and Forestry
                                            Economics, Business Management
Faculty: Life Sciences Faculty
Programme length: 3 years
Date of specification: 15/May/2013
Programme Director: Mr Nick Beard
Programme Advisor: Mr Nick Beard
Board of Studies: Agriculture, Policy and Development
Accreditation: The Association to Advance Collegiate Schools of
                                            Business (AACSB)

Summary of programme aims
The programme aims to provide a degree-level education in marketing and business economics together with training in the application of these disciplines to some of the key challenges facing the UK, European and global food industry.

Transferable skills
During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills. In following this programme, students will have had the opportunity to develop such skills, in particular relating to communication, interpersonal skills, learning skills, numeracy, self-management, use of IT and problem-solving and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.

Programme content

Part 1 (three terms)
Compulsory modules

Code	Module title	Credits	Level
AP1EE1	Economics 2	10	4
AP1EE3	Economics 1	10	4
AP1EF1	The UK Food Chain	10	4
AP1EM1	Introduction to Marketing	10	4
AP1EQ3	Qualitative Research Methods	10	4
AP1EQ4	Quantitative Methods 1	10	4
AP1EX1	Applied Project	10	4
AP1SB1	Introduction to Management	10	4
AP1SCMS	Career Management Skills (APD Students Only)	0	4

Optional modules:
Students must choose options totalling 40 credits from across the University (subject to timetabling constraints) including:

Code	Module title	Credits	Level
AP1ED1	International Development: Global and Local Issues	20	4
AP1ED2	International Development: Global and Local Issues	10	4
AP1A02	Introduction to Agricultural and Food Systems	10	4
AR1RM2	From Rome to the Reformation: an introduction to historic archaeology	20	4
GG1HGE	Geography and the Global Economy	10	4
GG1HPP	People and Places in the Global Economy	10	4
GG1SC	Social and Cultural Geography	10	4
LA1XX1	IWLP Institution Wide Language Programme	20	4
MM1F10	Student Enterprise	20	4

PO1BRI	British Society	20	4
PO1IRS	Politics: International Relations and Strategic Studies	20	4
PO1MOG	Modern Government	20	4
PP1VV	Philosophy: Values and Virtues	20	4
RP1STU*	Student Tutoring		

(*This is an additional voluntary module which does not count towards your 120 credits)

Part 2 (three terms)
Compulsory modules

Code	Module title	Credits	Level
AP2EC1	Consumer Behaviour	10	5
AP2EE4	Economics 3	10	5
AP2EE5	Economics 4	10	5
AP2EM1	Marketing Management	10	5
AP2EQ1	Research Methods and Data Analysis	10	5
AP2EQ4	Quantitative Methods 2	10	5
AP2EX1	Food Business Group Project I (including Career Management Skills)	10	5
AP2SB1	Business Management	10	5
AP2SB2	Financial Management	10	5
AP2SCP	Career Planning	0	5
FB2FC1	Food Choice and Regulation	10	5

Optional modules:
Students must choose options totalling 20 credits from across the University (subject to timetabling constraints) including:

AP2EM2	Food Retailing	10	5
AP2EM3	Internet Marketing	10	5
AP1ED1	International Development: Global and Local Issues	20	4
AP1ED2	International Development: Global and Local Issues	10	4
MM270	Practice of Entrepreneurship	20	5
LA1XX1	Institution Wide Language Programme*	20	4

code dependent on language and level chosen

Part 3 (three terms)
Compulsory modules

Mod Code	Module Title	Credits	Level
AP3EB1	Business Strategy	10	6
AP3EX1	Food Business Group Project 2	10	6
AP3EX2	Individual Project	30	6
AP3EE2	Economics and Management of the Food Supply Chain	10	6
AP3EM1	Marketing Strategy	10	6
AP3EP1	Regulation of the Food Industry	10	6

Students must choose options totalling 40 credits from across the University subject to timetabling constraints. In Part 3, students are expected to choose the majority of their optional modules from the list below. **Optional modules not on the list may only be selected with prior permission from the Programme Director.**

AP3EB3	Supply Chain Management	10	6
AP3EC2	Consumer Attitudes	10	6
AP3EM3	Advertising and Branding	10	6
AP3EP4	Consumer Policy	10	6
AP3A64	Human Resource Management	10	6
FB3GPD	Food Product Development	10	6
LA1XX1	Institution Wide Language Programme	20	4
MM270	Practice of Entrepreneurship (if not taken at Part 2)	20	5

Progression requirements

To gain a threshold performance at Part 1 a student shall normally be required to achieve an overall average of 40% over 120 credits taken in Part 1 and a mark of at least 30% in individual modules amounting to not less than 100 credits. In order to progress from Part 1 to Part 2 of this programme a student shall normally be required to achieve a threshold performance at Part 1 and achieve a weighted average mark of not less than 40% over the compulsory modules and a mark of not less than 30% in each compulsory module.

If you gain a threshold performance at Part 1 and do not proceed to achieve a higher award, you are eligible to receive the award of Certificate of Higher Education. The Part 1 Examination does not contribute to the classification of your degree.

The Part 2 Examination is used to assess a student's suitability to proceed to Part 3 of their programme. It also determines eligibility for the Diploma of Higher Education. In addition, the marks achieved in the Part 2 Examination contribute to the classification of your degree.

To gain a threshold performance at Part 2 a student shall normally be required to achieve an overall average of 40% over 120 credits taken in Part 2 (of which not less than 100 credits should normally be at level 5 and above), and a mark of at least 30% in individual modules amounting to not less than 100 credits. In order to progress from Part 2 to Part 3, a student shall normally be required to achieve a threshold performance at Part 2. If you gain a threshold performance at Part 2 and do not proceed to achieve a higher award, you are eligible to receive the award of Diploma of Higher Education.

Assessment and classification

The University's honours classification scheme is:

Mark	*Interpretation*
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class
40% - 49%	Third class
35% - 39%	Below Honours Standard
0% - 34%	Fail

For the University-wide framework for classification, which includes details of the classification method, please see: www.reading.ac.uk/internal/exams/Policies/exa-class.aspx.

The weighting of the Parts/Years in the calculation of the degree classification is

Three-year programmes
Part 2 one-third
Part 3 two-thirds

Teaching is organised in modules that typically involve a combination of lectures and seminars. During Part 1 some lecture-based modules are supported by workshops or computer lab sessions or visits to businesses in the agri-food sector. The individual and group project modules include skills workshops and progress meetings with the project supervisor. Modules are assessed by a combination of course work and formal examination; some, like the project modules, are wholly course work assessed. Course work assignments include essays, problem solving exercises, short project reports, and presentations.

Admission requirements
Entrants to this programme are normally required to have obtained:
- Grade C or better in Mathematics at GCSE level or equivalent;
- A minimum UCAS Tariff of 300 points overall, including at least two full A-levels but excluding General Studies; or a good pass in an Access Course; or International Baccalaureate (28 points). Key skills attainment may also be taken into account in deciding whether to make an offer.

Admissions Tutor: Mr N F Beard

Support for students and their learning
University support for students and their learning falls into two categories.   Learning support is provided by a wide array of services across the University, including: the University Library, the Careers, Placement and Experience Centre (CPEC), In-sessional English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and the Student Access to Independent Learning (S@il) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme.   Student guidance and welfare support is provided by Personal Tutors, School Senior Tutors, the Students' Union, the Medical Practice and advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing, academic issues (eg problems with module selection) and exam related queries. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions and runs workshops and seminars on a range of topics. For more information see www.reading.ac.uk/student

All students are issued with a comprehensive 'Programme Handbook' at the beginning of the degree which includes a detailed outline of the programme, its constituent modules and assessment guidelines. Day to day queries regarding academic matters (*e.g.* timetabling) should be addressed in the first instance to the Undergraduate Student Office in the School of Agriculture, Policy and Development or, where necessary, the Programme Director.

Career prospects
Graduates from this degree will be well equipped to enter a career in the food industry particularly in marketing and other commercial functions for a range of companies from small family businesses to multinational corporations. A number of our graduates have started their careers in food retail management. Equally the wide skills base of the degree enables graduates to go on to work in a wide range of other sectors of industry, in professions such as accountancy, with market research companies, and trade associations.

Opportunities for study abroad or for placements
The Department of Food Economics and Marketing participates in an ERASMUS exchange programme under which students can spend a term during Part 2 at one of our partner Universities in Europe. The Department also has an exchange programme with Missouri in the United States.

Students who wish to undertake a year-long industrial placement may be eligible to transfer to the BSc Food Marketing and Business Economics with Industrial Training. The placement year normally takes place between Parts 2 and 3 of this degree programme.

Programme Outcomes

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Knowledge and Understanding

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A. Knowledge and understanding of:	Teaching/learning methods and strategies

1. Key principles and problem solving techniques of marketing, management and business economics
2. The size, structure and organisation of the food industry and the food supply chain in the UK, Europe and globally
3. Food and agricultural markets
4. The key economic and business challenges facing decision makers in the food industry and how to address them
5. The role and impact of government intervention in the food industry
6. Environmental economics
7. A selection of topics within the food business economics and other subject areas dependent on option choices.
8. The range of careers open to graduates in Food Marketing and Business Economics

The modules in the programme address both the professional 'tool kit' of the business manager and applied economist and the application of these tools to food industry issues. As the programme develops the focus turns more towards 'applications' though extensions to theory continue to be developed. Knowledge and understanding is gained through a framework of lectures, seminars, industry visits, and practical classes reinforced and extended by guided reading. A variety of course work gives further opportunities for building knowledge and the application of techniques. Individual and group projects enable exploration of selected topics in greater depth. The group project is normally a market research project for a commercial client whereby students gain hands on experience of how their degree studies apply to the real world. Industry visits, plus talks by ex-students provide insights into potential career paths.

Assessment
Combinations of coursework and formal examinations are used to assess basic knowledge. Project reports, oral presentations, and problem solving exercises contribute to final assessment

Skills and other attributes

B. Intellectual skills - *able to:*

1. Assimilate, evaluate and synthesise knowledge from a variety of academic and other sources
2. To discriminate between relevant and irrelevant information
3. Think logically
4. Develop and present coherent, structured and well balanced arguments
5. Analyse problems and to apply appropriate problem solving techniques
6. Plan, conduct and report on a research project both individually and as part of a team

Teaching/learning methods and strategies

Critical evaluation of the literature and the application of economic and business method are developed through a variety of modules. Skills 5 and 6 are addressed explicitly by the second year module 'Research Methods and Data Analysis' and the individual and group projects

Assessment
Most parts of the programme assess these skills through a combination of coursework and formal examination. Essay writing skills are developed initially through tutorial essays in Part 1.

C. Practical skills - *able to:*

1. Collect, analyse and interpret market business and other economic data
2. Analyse and interpret a set of accounts for a business
3. Construct marketing and business plans
4. Appraise investment projects
5. Assess the role and impact of government intervention
6. Plan and execute a research project
7. Draft written reports

Teaching/learning methods and strategies

Development of these skills feature in a number of the compulsory modules in Parts 1, 2 and 3. For example: skill 1 is addressed by 'Quantitative Methods 1' in Part 1; skill 5 is introduced and taken further by the two 'Policy analysis' modules; and Skills 2 and 3 are principally addressed by the business management and marketing modules. Significant use of case studies - both real and hypothetical - are used to demonstrate these skills.

Assessment
These skills are assessed by a combination of course work and examination.

D. Transferable skills - *able to:*

Teaching/learning methods and strategies

1. Use IT (word processing, spreadsheets, statistical packages and databases).
2. Communicate ideas in a variety of written styles and lengths
3. Give oral presentations to small and large groups
4. Make effective contributions to group discussions and ask well considered questions
5. Effectively use library and WWW resources to search and retrieve information
6. Manage time effectively
7. Work as part of a team
8. Plan personal development and career

Many of the transferable skills are embedded within a wide variety of modules within the degree. Use of IT for information searching, and data management and analysis occurs within individual modules, for example 'Quantitative Methods 2'.

Development of career management skills largely takes place within the group project module in Part 2. This makes extensive use of a computer based learning package.

Personal development planning is encouraged through tutorials and the system of Personal and Academic Records.

Team working is a major component of the group project module but also features in a number of other modules.

Assessment
Transferable skills are largely assessed through course work assignments.

Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.