BSc Food Marketing and Business Economics   **UCAS code: D670**

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
	Faculty of Life Sciences
Relevant QAA subject benchmarking group(s):	Agriculture, Food and Forestry
	Economics, Business Management
Programme length:	3 years
Relevance and applicability:	For students entering Part 1 in 2002
Date of specification:	April 2004
Programme Director:	Dr R M Bennett
Board of Studies:	Food Marketing and Business Economics

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

The University's Strategy for Teaching and Learning has identified a number of generic transferable skills that all students are expected to have developed by the end of their degree programme. In following this programme, students will have had the opportunity to enhance their skills relating to career management, communication (both written and oral), information handling, numeracy, problem solving, team working and use of information technology.

Programme content

Part 1 (three terms, 120 credits) 2002/3

		Credits	Level	Term
Compulsory modules(100 credits):				
AP1EE1	*Economics I*	20	C	1,2
AP1EE2	*Applied Economics and Business Workshops*	10	C	2
AP1SB1	*Business Management and Marketing I*	20	C	1,2
AP1A02	*Introduction to Agricultural and Food Systems*	10	C	1
AP1EF1	*The UK Food Chain*	10	C	1
AP1EQ1	*Market and Data Analysis*	20	C	1,2
AP1EX1	*Applied Project*	10	C	1

Optional modules:
Options totally 20 credits from across the University subject to timetabling constraints including:

		Credits	Level	Term
LA1Pxx*	*Institution Wide Language Programme*	20	C/I/H	1,2,3
	*dependent on language and level chosen			

A list of possible options will be distributed at the beginning of Part 1.

Part 2 (three terms, 120 credits) 2003/4

		Credits	*Level*	*Term*

Compulsory modules(100 credits):

		Credits	Level	Term
AP2EE1	*Economics II*	20	I	4,5
AP2SB1	*Business Management*	10	I	4
AP2SB2	*Financial Management*	10	I	5
AP2EM1	*Marketing Management*	10	I	5
AP2EP1	*Policy Analysis 1*	10	I	4
AP2EC1	*Consumer Behaviour*	10	I	5
AP2EQ1	*Research Methods and Data Analysis*	10	I	4
AP2ET1	*International Economics*	10	I	5
AP2EX1	*Food Business Group Project I**	10	I	5
	*including Career Management Skills			

Optional modules:

Option totally 20 credits from across the University subject to timetabling constraints including:

ID1DEV	*International Development: Global and Local Issues*	10	I	5
LA2Pxx*	*Institution Wide Language Programme*	20	C/I/H	4,5,6
	*dependent on language and level chosen			
AP2EB3	*Management of Non-profit Organisations*	10	I	5

Part 3 (three terms, 120 credits) 2004/5

		Credits	*Level*	*Term*

Compulsory modules (90 credits):

		Credits	Level	Term
AP3EB1	*Business Strategy*	10	H	8
AP3EE1	*Economic Aspects of the Food Supply Chain*	10	H	7
AP3EM1	*Marketing Strategy*	10	H	7
AP3EM2	*Marketing Research Methods*	10	H	8
AP3EP1	*Regulation of the Food Industry*	10	H	8
AP3EX1	*Food Business Group Project II*	10	H	6,7
AP3EX2	*Individual Project*	30	H	6,7,8

Optional modules:

Options totalling 30 credits from across the University subject to timetabling constraints including:

AP3A64	*Human Resource Management*	10	H	8
AP3A74	*Business Entrepreneurship*	10	H	8
AP3EB2	*Multinational Food Business*	10	H	8
AP3ED1	*Food Issues in Developing Countries*	10	H	8
AP2EE3*	*Environmental Economics*	10	I	7
FB3GQA	*Food Quality Assurance*	10	H	
FB3GSA	*Sensory Analysis of Food*	10	H	
IWLP	*Institution Wide Language Programme*	20	C/I/H	7,8
	*dependent on language and level chosen			

* AP2EE3 must be included as a Part 3 option if not studied as an option in Part 2

Examination and Progression Rules

Part 1 Examination
The Part 1 Examination is used to assess a student's suitability to proceed to Part 2 of the programme. It also determines eligibility for the Certificate of Higher Education. The Part 1 Examination does not contribute to the classification of your degree.

In order to progress from Part 1 to Part 2 of the programme, you are required to:
- (a) achieve an overall average of 40% in 120 credits taken in Part 1; and
- (b) achieve not less than 30% in every module taken in Part 1, except that marks of less than 30% in a total of 20 credits may be condoned provided that the candidate has pursued the course for the module with reasonable diligence and has not been absent from the examination without reasonable cause, and
- (c) achieve not less than 40% in both AP1EE1 Economics I and AP1EB1Business Management and Marketing I.

If you fulfil the requirements for (a) and (b) and do not proceed to achieve a higher award, you are eligible to receive the award of Certificate of Higher Education.

Part 2 Examination

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.

In order to progress from Part 2 to Part 3 of the programme, you are required to:
- (a) achieve an overall average of 40% in 120 credits taken in Part 2 (of which not less than 100 credits should normally be at Intermediate level or above);
- (b) achieve not less than 30% in every module taken in Part 2, except that marks of less than 30% in a total of 20 credits may be condoned provided that the candidate has pursued the course for the module with reasonable diligence and has not been absent from the examination without reasonable cause; and
- (c) achieve not less than 40% in each of the following modules: AP2EE1Economics II, AP2SB1 Business Management and AP2EM1 Marketing Management

If you fulfil the requirements for (a) and (b) and do not proceed to achieve a higher award, you are eligible to receive the award of Diploma of Higher Education.

Part 3 Examinations

The classification of the degree will normally be based on the marks for Part 2 and Part 3 modules, weighted in a ratio of 1:2. Full details of classification conventions (that is, the rules for determining your final degree award) can be found in your Programme Handbook.

Summary of teaching and assessment
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 UCAS Tariff of 240 points overall, including at least two full A-levels but excluding General Studies; or a good pass in an Access Course; or International Baccalaureate (28points). Key skills attainment may also be taken into account in deciding whether to make an offer.
Admissions Tutor: Dr R M Bennett (Agricultural and Food Economics)

Support for students and their learning
University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses 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, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.
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
The Department of Agricultural and Food Economics participates in a Socrates exchange programme under which students can spend a term during Part 2 at one of our partner Universities in France, Germany, the Netherlands, and Italy. The Department also has an exchange programme with Missouri in the United States.

Educational aims of the programme
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.

Programme Outcomes

Knowledge and Understanding

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:	Teaching/learning methods and strategies
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	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:	**Teaching/learning methods and strategies**
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	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 'Market and Data Analysis' 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 two '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 'Market and Data Analysis'. 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 expect 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 module and programme handbooks.