

# BSC (HONS) (FOOD MARKETING AND ENTREPRENEURSHIP) - CK213

## Overview

The BSc (Hons) Degree in Food Marketing and Entrepreneurship is a four year programme which is offered by the School of Business.

## First Year - Food Marketing and Entrepreneurship

Students take core modules to the value of **60** credits. In order to be admitted to the First University Examination in Food Marketing and Entrepreneurship, a student must have satisfactorily attended, subsequent to entry to the programme, modules to the value of **60** credits.

## Second Year - Food Marketing and Entrepreneurship

Students take core modules to the value of **60** credits. No student may register for Second Year Food Marketing and Entrepreneurship until the First University Examination in Food Marketing and Entrepreneurship has been passed. To be admitted to the Second University Examination in Food Marketing and Entrepreneurship a student must have satisfactorily attended modules to the value of **60** credits.

## Third Year - Food Marketing and Entrepreneurship

No student may register for Third Year Food Marketing and Entrepreneurship until the Second University Examination in Food Marketing and Entrepreneurship has been passed. The Third Year Food Marketing and Entrepreneurship programme consists of taught modules to the value of **45** credits and a transferable skills module (placement or research project) to the value of **15** credits. To be admitted to the Third University Examination in Food Marketing and Entrepreneurship a student must have satisfactorily attended taught modules to the value of **45** credits.

The Third University Examination in Food Marketing and Entrepreneurship will be undertaken in March/April. Students must also undertake a **15-credit 6 month** period of **Transferrable Skills - Food Business and Development - Work Placement (FE3208)** or, in exceptional cases, a **15-credit Transferable Skills - Food Business and Development - Research Project (FE3209)** after the Third University Examination.

## Fourth Year - Food Marketing and Entrepreneurship

The Fourth Year Food Marketing and Entrepreneurship programme consists of core modules to the value of **50** credits and elective modules to the value of **10** credits. No student may register for Fourth Year Food Marketing and Entrepreneurship until the Third University Examination in Food Marketing and Entrepreneurship has been passed, and the Transferable Skills Module (FE3208) or Research Project (FE3209) has been undertaken. To be admitted to the BSc (Hons) (Food Marketing and Entrepreneurship) Degree Examination, a student must have satisfactorily attended modules to the value of **60** credits.

## Programme Requirements

For information about modules, module choice, options and credit weightings, please go to Programme Requirements (p. 1).

## Programme Requirements

Code	Title	Credits
<b>Year 1</b>		
Students take <b>60</b> credits as follows:		
<i>Core Modules</i>		
AC1116	Financial Accounting	5
EC1500	Ethics and Economic Decision Making in Food Business	5
FE1030	Introduction to International Food Policy	5
FE1016	Introduction to Food Business	5
FE1017	Introduction to Food Marketing	5
FE1200	Introduction to Sustainable Food Marketing Channels and Supply Chains	5
FE1201	Preparing for Entrepreneurship and Placement in Food	5
FS1011	Introduction to Food Science and Technology	5
LW1108	Introduction to the Legal System	5
LW1109	Introduction to Business Law	5
MA1100	Introductory Mathematics for Business I	5
MB1901	Introduction to Food and Industrial Microbiology	5
<b>Year 2</b>		
Students take <b>60</b> credits as follows:		
<i>Core Modules</i>		
AC2200	Introduction to Management Accounting	5
FE2014	Digital Food Marketing and Branding	5
FE2204	Quantitative Research for Food	5
FE2205	Food Business Sustainability	5
FE3204	Food Enterprise Management	5
FS2005	Principles of Food Science and Technology	5
FS2007	Topics in Food Quality, Hygiene and Legislation	5
IS1106	Introduction to Information Systems	5
IS1107	Information Systems for the Networked Enterprise	5
NT2013	Fundamentals of Nutrition Part 1	5
ST1023	Introduction to Business Statistics	5
ST2200	Methods of Business Statistics	5
<b>Year 3</b>		
Students take <b>60</b> credits as follows – all listed taught modules ( <b>45</b> credits) and a <b>15</b> credit Transferable Skills module (Placement or Research Module):		
FE3020	Understanding Supply Chain Management	5
FE3201	Market-oriented New Food Product Innovation	5
FE3203	Food Market Research Methods	5
FE3208	Transferrable Skills - Food Business and Development - Work Placement	15
or FE3209	Transferable Skills - Food Business and Development - Research Project	
FS3011	Science and Technology of Food Systems B	5
FS3018	Fundamentals of Food Packaging	5
FS3022	Sensory Evaluation for Food and Nutritional Sciences	5
MB3993	Food and Industrial Microbiology I	5
MG3012	Enterprise and Innovation	5
NT2014	Fundamentals of Nutrition Part 2	5

**Year 4**

Students take **60** credits as follows – all listed core modules (**50** credits) and **10** credits of elective modules:

*Core Modules*

AC4406	Accounting in Business	5
FE4002	Global Food Policy	5
FE4205	Consumer Behaviour in Food Markets	5
FE4207	Global Food Supply Chain Management	5
FE4208	Grocery Shopper Behaviour and Food Retail Marketing	5
FE4475	Food Marketing and Entrepreneurship	10
MG4035	Strategic Marketing	5
MG4036	Strategic Management	5
NT4011	Public Health Nutrition	5

*Elective Modules*

Students take modules to the value of **10** credits from the following: 10

AC4407	Financial Reporting 1 (5)	
AC4408	Financial Reporting 2 (5)	
FE4008	Food Security and the Developing World (5)	
FE4009	Co-operatives, Food and Rural Sustainability (5)	
FS4906	Cereals and Related Beverages B (5)	
FS4011	Advanced Food Packaging (5)	
MG4043	International Marketing Management (5)	

**Total Credits** **240**

**Examinations**

Full details and regulations governing Examinations for each programme will be contained in the *Marks and Standards Book* and for each module in the *Book of Modules*.

**Programme Learning Outcomes**

**Programme Learning Outcomes for BSc (Hons) (Food Marketing and Entrepreneurship) (NFQ Level 8, Major Award)**

On successful completion of this programme, students should be able to:

- Communicate and work effectively to a professional standard;
- Demonstrate analytical and problem solving skills associated with effective practice;
- Engage in the application of frameworks and techniques in organisational settings;
- Demonstrate entrepreneurial capacity;
- Apply knowledge of food science in a food innovation and marketing context to promote food business sustainability;
- Identify responsible leadership and sustainable business practices along the food marketing channel.