

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

Programme Requirements

| Code | Title | Credits |
|---|--|---------|
| Year 1 | | |
| Students take 60 credits as follows: | | |
| AC1116 | Financial Accounting | 5 |
| FE1000 | Introduction to Food Business and Marketing | 10 |
| EC1500 | Ethics and Economic Decision Making in Food Business | 5 |
| FE1030 | Introduction to International Food Policy | 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 |
| MB1001 | Introduction to Food and Industrial Microbiology | 5 |
| MA1100 | Introductory Mathematics for Business I | 5 |
| Year 2 | | |
| Students take 60 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 |
| FS2005 | Principles of Food Science and Technology | 5 |
| FE2206 | Food Enterprise Management | 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 |
| Year 3 | | |
| Students take 60 credits as follows – all listed taught modules (45 credits) and a 15 credit Transferable Skills module (Placement or Research Module): | | |
| FE3020 | Understanding Supply Chain Management | 5 |
| FE3201 | Market-oriented New Food Product Innovation | 5 |
| FE3208 | Transferrable Skills - Food Business and Development - Work Placement | 15 |
| or FE3209 | Transferable Skills - Food Business and Development - Research Project | |
| FE3000 | Food Market Insight and Problem Solving | 5 |
| FS3011 | Science and Technology of Food Systems B | 5 |

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| 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 |
| NT4021 | Public Health Nutrition | 5 |
| FE4002 | Global Food Policy | 5 |
| FE4205 | Consumer Behaviour in Food Markets | 5 |
| FE4207 | Global Food Supply Chain Management and Circular Economy | 5 |
| FE4208 | Grocery Shopper Behaviour and Food Retail Marketing | 5 |
| FE4475 | Food Marketing and Entrepreneurship | 10 |
| MG4035 | Strategic Marketing | 5 |
| MG4036 | Strategic Management | 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*.