

MSC (FOOD BUSINESS AND INNOVATION)

Programme Requirements

| Code | Title | Credits |
|------|-------|---------|
|------|-------|---------|

Students take **90** credits as follows – **60** credits of taught modules and **30** credits of research modules:

Taught Modules

Students take **60** credits as follows:

Core Modules

| | | |
|--------|---|----|
| FE6005 | International Strategic Food Marketing | 5 |
| FE6505 | Food Entrepreneurship and Innovation | 10 |
| FE6506 | International Food Branding and Digital Media Marketing | 5 |
| FE6507 | Economics of Agri-Food Markets and Value Chain Analysis | 5 |
| FE6511 | Category Management and Food Retail Marketing | 10 |
| FE6512 | Sustainable Food Systems | 5 |
| FE6517 | Supply Chain Management and Food Integrity | 5 |
| FE6902 | Global Food Policy Issues | 5 |
| MG6012 | Market and Consumer Insights and User Driven Service Design | 10 |

Research

Students take **30** credits as follows:

Core Modules

| | | |
|--------|--|----|
| FE6127 | Applied Food Industry Centred Research Project with Ethics | 30 |
|--------|--|----|

| | |
|----------------------|-----------|
| Total Credits | 90 |
|----------------------|-----------|

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*.