

POSTGRADUATE DIPLOMA IN FOOD BUSINESS AND INNOVATION

Programme Requirements

| Code | Title | Credits |
|---|---|-----------|
| Students take 60 credits as follows: | | |
| <i>Core Modules</i> | | |
| 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 |
| Total Credits | | 60 |

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*.