

**BSc Food Science with Business**  
**For students entering Part 1 in Autumn 2005**

**UCAS code: D690**

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Relevant QAA subject benchmarking group(s):	Agriculture, Forestry, Agricultural Sciences, Food Sciences and Consumer Sciences
Faculty of Life Sciences	Programme length: 3 years
Date of specification: February 2007	
Programme Director: Mr R A Wilbey	
Programme Adviser: Mr R A Wilbey	
Board of Studies: Undergraduate Programmes in the School of Food Biosciences	

**Summary of programme aims**

The programme aims to provide a degree-level education from which graduates can enter a career in the food industry (or employment in other sectors of the food chain, or related scientific and marketing sectors) as professionals capable of assisting in the scientific evaluation of food, and of undertaking analysis of the economics and marketing of safe and quality foods. The testable learning outcomes will be the ability to:

- apply scientific and marketing knowledge of food products so as to meet industry and consumer needs
- undertake research into problems relating to the science, economics and marketing of foods

**Transferable skills**

The University's Strategy for Teaching and Learning has identified a number of generic transferable skills which 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**

The profile which follows states which modules must be taken (the core Food Science with Business modules) and, for Part 2 and 3, lists of modules from which the student must make a selection (the optional modules). For the optional modules, students are free to select any module that is not a compulsory module so as to make 120 credits in each Part.

**Part 1 (three terms)**

*Compulsory modules*

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
AM1M11	Fundamental microbiology	10	C
AM1M12	Important microbes	10	C
AP1EE1	Economics I	20	C
AP1EM1	Introduction to Marketing	10	C
AP1SB1	Introduction to Management	10	C
FB1EPH	Physical Aspects of Biological Systems	20	C
FB1GFB	Introduction to Food and Biotechnology	20	C

*Students are required to take 20 credits from the following (choice dependent upon entry qualifications)*

BI1C10	Cell Biology and Biochemistry	10	C
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BI1C11	Genetics and Molecular Biology	10	C
CH1C	Foundation Chemistry	20	C
FM1EM1	Mathematics and Computing for Life Sciences	20	C

## Part 2 (three terms)

### Compulsory modules

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
AP2SB1	Business management	10	I
AP2EE4	Economics 3	10	I
AP2EE5	Economics 4	10	I
AP2EM1	Marketing management	10	I
FB2C1	Fundamentals of Food Chemistry	20	I
FB2EFP	Food Processing	20	I
FB2N1	Fundamentals of Human Nutrition	20	I

### Optional modules (20 credits):

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
	Institution Wide Language Programme	20	C/I/H
AP2EC1	Consumer Behaviour	10	I
AP2EP1	Policy Analysis I	10	I
AP2EQ1	Research Methods and Data Analysis	10	I
<i>(Plus additional modules subject to timetabling)</i>			

## Part 3 (three terms)

### Compulsory modules

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
AP3EB1	Business Strategy	10	H
AP3EM1	Marketing Strategy	10	H
FB3GPD	Food Product Development	10	H
FB3QAS	Food Quality Assurance and Safety	20	H
FB3GSE	Sensory Evaluation	10	H
FB3PFB	Individual Research Project	40	H

### Optional modules (20 credits):

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
	Institution Wide Language Programme	20	C/I/H
AP3EB2	Multinational Food Business in Developed and Developing Countries	10	H
AP3EE1	Economic Aspects of the Food Supply Chain	10	H
AP3EM2	Marketing Research Methods	10	H
AP3EP1	Regulation of the Food Industry	10	H
<i>(Plus additional modules to be notified later)</i>			

## Industrial Experience/Training

The student will normally be required to obtain one period of at least eight weeks' approved industrial experience in industry, or in appropriate laboratories or institutions during a Summer vacation. Appropriate vacation employment in the other Summer vacation is also recommended.

### **Progression requirements**

- Progression from Part 1 to Part 2

To gain a threshold performance at Part 1 a student shall normally be required to achieve an overall average of 40% over 120 credits taken in Part 1, and a mark of at least 30% in all individual modules. In order to progress from Part 1 to Part 2, a student shall normally be required to achieve a threshold performance at Part 1.

- Progression from Part 2 to Part 3

To gain a threshold performance at Part 2 a student shall normally be required to achieve: an overall average of 40% over 120 credits taken in Part 2, and a mark of at least 30% in all compulsory modules amounting to 100 credits. In order to progress from Part 2 to Part 3, a student shall normally be required to achieve a threshold performance at Part 2.

- To obtain the degree at the end of Part 3, students must obtain an overall average of 40%. The final degree assessment is based on the following weightings:

*For students registered for a 3 year programme:*

Part 2 Modules	33 %
Part 3 Modules	67 %

### **Summary of teaching and assessment**

As indicated above, teaching is organised into modules – each module will consist of lectures, practicals, or a combination of these. Students are assessed on each module, usually by a formal examination, although modules consisting only of practicals (or similar coursework) may not have a formal examination. All coursework is assessed and the assessment contributes towards the modular marks. The Part 3 project is an individual study requiring the submission of formal report for assessment.

### **Admission requirements**

Entrants to this programme are normally required to have obtained:

GCSE: Grade C or better in Mathematics and English in GCSE; and achieved

Advanced Level (AS and A2): a UCAS Tariff of 240 points including at least 80 points from a core science subjects taken at A2 Level (where ‘Core Science’ is defined as: mathematics, chemistry, physics and biology)

International Baccalaureat:

Irish Leaving Certificate:

Admissions Tutor: Dr R Frazier

### **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.

### **Career prospects**

The food industry has a great demand for qualified graduates with an understanding of the relationship between the science of food, the economics of the food supply system and the marketing of the products. Graduates from this programme gain employment in research (gaining an understanding of the underlying science of foods from nutritional factors to enzyme reactions) in product development (assisting the development of products meeting a particular marketing need) or in quality assurance (monitoring of compliance with legal requirements and the establishment of food safety systems meeting national and international standards). Food retailers employ graduates to ensure they cover the broad issues of food safety, quality and marketing. Other opportunities arise in companies supplying the food industry where graduates are able to take positions such as product development and technical sales. In addition to the career opportunities in the biotechnological industries, the academic training our graduates receive equips them for positions in other industries, commerce and Government service.

### **Opportunities for study abroad or for placements**

The School participates in a number of exchange programmes under the EU Socrates scheme which includes the opportunity to take industrial training in another European country. Students have, as a result, been to a number of countries including Germany, France, Spain and Italy. Although not common, industrial training attachments have also been arranged in other countries including the United States of America and Australia.

### **Educational aims of the programme**

The Food Science with Business programme aims to:

- Provide a programme of education which can enable its graduates to enter a career in the food industry as professionals capable of assisting in the scientific evaluation of food, and of undertaking analysis of the economics and marketing of safe and quality foods.
- Provide a broadly based education combining science, economics and marketing, whose graduates can also enter into employment in other sectors of the food chain, or related scientific and marketing sectors, where they can apply their skills.
- Allow individuals to develop their capacity to undertake research into the science of foods and their economics and marketing.
- Provide students with an opportunity to experience the application of their course work through a short placement in industry.
- Provide undergraduates with opportunities to develop their inter-personal and communication skills.
- Enable graduates to meet the entry requirements of the Institute of Food Science and Technology (IFST) and the Institute of Marketing (IM)

## Programme Outcomes

### *Knowledge and Understanding*

<p><b>A. Knowledge and understanding of:</b></p> <ol style="list-style-type: none"> <li>1. the role of food chemistry, food processing and food microbiology in the context of food quality and safety</li> <li>2. economic and social approaches to the analysis of food related issues,</li> <li>3. consumer food choice and approaches to consumer and market research in food markets,</li> <li>4. human resource management, finance and marketing management and business management.</li> </ol>	<p><b>Teaching/learning methods and strategies</b> Lectures and practical classes provide the basic knowledge. A variety of coursework gives opportunities for extending knowledge and techniques. Individual and group projects reinforce techniques and give experience of practical applications</p> <p><i>Assessment</i> Most knowledge is tested through a combination of coursework and unseen formal examinations. Project work, reports, oral presentations and computer-based exercises also contribute to the final assessment.</p>
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### *Skills and other attributes*

<p><b>B. Intellectual skills – able to:</b></p> <ol style="list-style-type: none"> <li>1. analyse and solve problems,</li> <li>2. critically evaluate scientific literature,</li> <li>3. assess problems and design experiments to test hypotheses,</li> <li>4. apply knowledge to new problems,</li> <li>5. plan, conduct and report on an individual research project.</li> </ol>	<p><b>Teaching/learning methods and strategies</b> Topics 1 and 2 are essential components of the programme and are embedded in many parts of the programme. Topics 3 and 4 are introduced in Part 2 course-work. Topics 3, 4 and 5 are fully developed during the individual research project in Part 3 of the programme.</p> <p><i>Assessment</i> Coursework is structured to assess topics 1, 2, 3 and 4. Topics 3, 4 and 5 are assessed as components of the individual research project</p>
<p><b>C. Practical skills – able to:</b></p> <ol style="list-style-type: none"> <li>1. perform chemical, physical, microbiological and sensory laboratory tests to assess the quality and safety of foods,</li> <li>2. participate in, and help develop, food product development programmes,</li> <li>3. operate quality assurance procedures in food processing,</li> <li>4. perform economic analyses of food production systems,</li> <li>5. assist in the management of food businesses and in the marketing of their products.</li> </ol>	<p><b>Teaching/learning methods and strategies</b> Topics 1, 4 and 5 are introduced by lectures but are developed fully by appropriate exercises during all Parts of the programme. Topics 2 and 3 are developed during lectures, exercises and group work in Part 3 of the programme.</p> <p><i>Assessment</i> All topics will be assessed by coursework.</p>

**D. Transferable skills – able to:**

1. work as an individual, in a small group or as part of a larger team,
2. prepare reports and make presentations that effectively present the results of investigations carried out,
3. critically assess and present data using appropriate statistical techniques,
4. make effective use of information technology,
5. consider and manage career choice.

**Teaching/learning methods and strategies**

The development of transferable skills is integrated into many parts of the programme. Students are required to work both as individuals and as part of groups. Career skills (topic 5) are introduced in a Part 1 module and reinforced by the industrial experience period between Parts 2 and 3.

*Assessment*

All topics are assessed both by coursework within the modules and in formal examinations.

**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 be expected 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 the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance processes or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.**