

BSc Food Marketing and Business Economics
For students entering Part 1 in 2014/5

UCAS code: D670

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Agriculture, horticulture, forestry, food and consumer sciences; Economics; Business Management
Faculty:	Life Sciences Faculty
Programme length:	3 years
Date of specification:	16/Jun/2016
Programme Director:	Mr Nick Beard
Programme Advisor:	Mr Nick Beard
Board of Studies:	Agriculture, Policy and Development
Accreditation:	

Summary of programme aims

The programme aims to provide a degree-level education in marketing and business economics together with training in the application of these disciplines to some of the key challenges facing the UK, European and global food industry.

Transferable skills

During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills. In following this programme, students will have had the opportunity to develop such skills, in particular relating to career management, communication (both written and oral), information handling, numeracy, problem solving, team working and use of information technology, and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.

Programme content

Part 1 (three terms)

Compulsory modules

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
AP1EE1	Economics 2	10	4
AP1EF1	The UK Food Chain	10	4
AP1EM1	Introduction to Marketing	10	4
AP1SB1	Introduction to Management	10	4
AP1EX1	Applied Project	10	4
AP1EE3	Economics 1	10	4
AP1EQ3	Qualitative Research Methods	10	4
AP1EQ4	Quantitative Methods 1	10	4
AP1SCP	Career Planning (APD students only)	0	4

Optional modules (40 credits):

Students must choose options totalling at least 20 credits from the list below and up to 20 credits from across the University (subject to timetabling constraints):

AP1ED1	International Development: Global and Local Issues	20	4
AP1ED2	International Development: Global and Local Issues	10	4
AP1A02	Introduction to Agricultural and Food Systems	10	4
AP1A08	British Agriculture in Practice	10	4
AR1RM2	From Rome to the Reformation: an introduction to historic archaeology	20	4
LA1XX1	IWLP Institution Wide Language Programme	20	4
MM1F10	Student Enterprise	20	4
PO1BRI	British Society	20	4
PO1IRS	Politics: International Relations and Strategic Studies	20	4
PO1ICD	Introduction to Contemporary Democracy	20	4
PP1VV	Philosophy: Values and Virtues	20	4

RE1SPGW	Sustainability and Prosperity in a Globalising World	20	4
SV1STU*	Student Tutoring	0	
RD1RED1*	Reading Experience and Development (RED) Award	0	

*Student Tutoring - for further information and an application form visit:

<http://www.reading.ac.uk/studentrecruitment/StudentTutoring/sr-studenttutoringinschools.aspx>

*Reading Experience and Development (RED) Award - for further information visit

<http://www.reading.ac.uk/internal/readingexperienceanddevelopmentaward/reda-home.aspx>

Part 2 (three terms)

Compulsory modules

Code	Module title	Credits	Level
AP2EC1	Consumer Behaviour	10	5
AP2EE4	Economics 3	10	5
AP2EM1	Marketing Management	10	5
AP2EQ1	Research Methods and Data Analysis	10	5
AP2EQ4	Quantitative Methods 2	10	5
AP2EX1	Food Business Group Project I (including Career Management Skills)	10	5
AP2SB1	Business Management	10	5
AP2SB2	Financial Management	10	5
FB2FC1	Food Choice and Regulation	10	5
AP2SCP	Career Planning (represents 2.5 credits of AP2EX1)	0	5

Optional modules:

Students must choose options totalling 30 credits from the list below but can choose up to 20 of these credits from across the University (subject to timetabling constraints and prior approval of the Programme Director):

AP2EE5	Economics 4	10	5
AP2EM2	Food Retailing	10	5
AP2EM3	Internet Marketing	10	5
AP1ID2	International Development: Global and Local Issues	10	4
MM270*	Practice of Entrepreneurship	20	5
LA1XX1	IWLP Institution Wide Language Programme	20	4

*This module may have limited module enrolment numbers. Please also note that as these modules run over autumn and spring, you should check your spring timetable carefully, when selecting the module in October, to ensure that you do not have a spring term clash.

Students can opt to undertake a year long period of Industrial Training between Parts 2 and 3 but will need to discuss this with the Programme Director in the first instance. For more information visit:

<http://www.reading.ac.uk/apd/businessdevelopment/apd-studentplacements.aspx>.

Part 3 (three terms)

Compulsory modules

Mod Code	Module Title	Credits	Level
AP3EB3	Supply Chain Management	10	6
AP3EX1	Food Business Group Project 2	10	6
AP3EX2	Individual Project	30	6
AP3EM1	Marketing Strategy	10	6
AP3EP1	Regulation of the Food Industry	10	6
AP3EB1	Business Strategy	10	6

Optional modules (40 credits):

Students must choose options totalling 40 credits from the list below but can choose up to 20 of these credits from across the University (subject to timetabling constraints and prior approval of the Programme Director):

AP3EC2	Consumer Attitudes	10	6
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AP3EC3	Contemporary Issues in Consumer Behaviour and Marketing	10	6
AP3EM3	Advertising and Branding	10	6
AP3EP4	Consumer Policy	10	6
AP3A64	Human Resource Management	10	6
LA2XX1	IWLP Institution Wide Language Programme	20	5
MM270*	Practice of Entrepreneurship (if not taken at part 2)	20	5

*This module may have limited module enrolment numbers. Please also note that as these modules run over autumn and spring, you should check your spring timetable carefully, when selecting the module in October, to ensure that you do not have a spring term clash.

Progression requirements

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 individual modules amounting to not less than 100 credits. In order to progress from Part 1 to Part 2 of this programme a student shall normally be required to achieve a threshold performance at Part 1 and achieve a weighted average mark of not less than 40% over the compulsory modules and a mark of not less than 30% in each compulsory module.

If you gain a threshold performance at Part 1 and do not proceed to achieve a higher award, you are eligible to receive the award of Certificate of Higher Education. The Part 1 Examination does not contribute to the classification of your degree.

The Part 2 Examination is used to assess a student's suitability to proceed to Part 3 of their programme. It also determines eligibility for the Diploma of Higher Education.

In addition, the marks achieved in the Part 2 Examination contribute to the classification of your degree.

To gain a threshold performance at Part 2, a student shall normally be required to achieve:

- (i) a weighted average of 40% over 120 credits taken at Part 2; and
- (ii) marks of at least 40% in individual modules amounting to not less than 80 credits; and
- (iii) marks of at least 30% in individual modules amounting to not less than 120 credits.

In order to progress from Part 2 to Part 3, student must achieve a threshold performance at Part 2.

If you gain a threshold performance at Part 2 and do not proceed to achieve a higher award, you are eligible to receive the award of Diploma of Higher Education.

Assessment and classification

The University's honours classification scheme is:

<i>Mark</i>	<i>Interpretation</i>
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class
40% - 49%	Third class
35% - 39%	Below Honours Standard
0% - 34%	Fail

For the University-wide framework for classification, which includes details of the classification method, please see: www.reading.ac.uk/internal/exams/Policies/exa-class.aspx.

The weighting of the Parts/Years in the calculation of the degree classification is

Three-year programmes

Part 2 one-third

Part 3 two-thirds

Teaching is organised in modules that typically involve a combination of lectures and seminars. During Part 1 some lecture-based modules are supported by workshops or computer lab sessions or visits to businesses in the agri-food sector. The individual and group project modules include skills workshops and progress meetings with the project supervisor. Modules are assessed by a combination of course work and formal examination; some, like the project modules, are wholly course work assessed. Course work assignments include essays, problem solving exercises, short project reports, and presentations.

Admission requirements

Entrants to this programme are normally required to have obtained:

Grade C or better in Mathematics at GCSE level or equivalent; and a minimum UCAS Tariff of BBB/ABC from three A Levels; or International Baccalaureate 30 points overall; or BTEC Nationals, DDM (Distinction, Distinction, Merit); or a good pass in an Access Course; we may ask for specific grades in subject units and for particular subjects to be studied.

Full details of entrance requirement can be found at <http://www.reading.ac.uk/Study/study-ug-academic-reqs.aspx>

Admissions Tutor: Mr N F Beard

Support for students and their learning

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, the Careers, Placement and Experience Centre (CPEC), In-session English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and 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, School Senior Tutors, the Students' Union, the Medical Practice and advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing, academic issues (eg problems with module selection) and exam related queries. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions and runs workshops and seminars on a range of topics. For more information see www.reading.ac.uk/student

All students are issued with a comprehensive 'Programme Handbook' at the beginning of the degree which includes a detailed outline of the programme, its constituent modules and assessment guidelines. Day to day queries regarding academic matters (*e.g.* timetabling) should be addressed in the first instance to the Undergraduate Student Office in the School of Agriculture, Policy and Development or, where necessary, the Programme Director.

Career learning

Career learning is facilitated by a Career Planning module that encourages students to take an early proactive approach to career choice and enhancing employability. It is also embedded in a range of other modules within the degree. The Career Planning module aims to improve self-awareness in the context of career decision making, knowledge of the career opportunities available to you and the skills required to make effective applications. All students prepare a Career Planning Portfolio which includes an action plan to gain relevant work experience and to manage the process towards applying for a specific career. During Part 1 the emphasis is on supporting you to apply for work experience placements while in Part 2 the focus shifts towards applications for graduate level positions. Before the conclusion of your degree it is intended that you will have a vision of your preferred career path, your 'career brand' and how to communicate this in the job application process - from CVs through to interviews and assessments centres.

Career prospects

Graduates from this degree will be well equipped to enter a career in the food industry particularly in marketing and other commercial functions for a range of companies from small family businesses to multinational corporations. A number of our graduates have started their careers in food retail management. Equally the wide skills base of the degree enables graduates to go on to work in a wide range of other sectors of industry, in professions such as accountancy, with market research companies, and trade associations.

Opportunities for study abroad

There are currently no opportunities for studying abroad as part of your degree programme. You can however, undertake a placement year abroad subject to approval from the Programme Director and the School's Placement Officer.

Placement opportunities

This degree programme offers you the opportunity to undertake a one year Industrial Placement following the second year at Reading. This is an excellent opportunity to gain work experience in an area of employment directly or indirectly linked to your degree programme and your future career path. During the first 2 years of your degree programme you'll develop a thorough knowledge of your degree subject which can then be applied in an industry-specific setting in your 3rd year placement, before returning to University for your fourth and final year.

Though many placement opportunities are advertised, we also encourage you to network directly with other employers that you are interested in to approach them about offering you a placement.

Whether you're thinking about doing a placement or you've already decided, there is lots of help and support available to you. We have a Career Planning module running through Part 1 and Part 2 complemented by a range of career workshops and employer events organised by the Careers, Experience and Employment Centre including CV checking, mock interviews and assessment centres. A dedicated Placement Officer in the School will support you throughout all aspects of your placement search and application process and provide continued support whilst on your placement year. We also encourage and support all students to consider shorter work experience opportunities during vacation periods.

As you are currently enrolled on the 3 year degree you will need to change your status to the 4 year programme if you decide that a one year placement is for you. Your programme director will be able to help you with this.

Programme Outcomes

Knowledge and Understanding

A. Knowledge and understanding of:

1. Key principles and problem solving techniques of marketing, management and business economics
2. The size, structure and organisation of the food industry and the food supply chain in the UK, Europe and globally
3. Food and agricultural markets
4. The key economic and business challenges facing decision makers in the food industry and how to address them
5. The role and impact of government intervention in the food industry
6. Environmental economics
7. A selection of topics within the food business economics and other subject areas dependent on option choices.
8. The range of careers open to graduates in Food Marketing and Business Economics

Teaching/learning methods and strategies

The modules in the programme address both the professional 'tool kit' of the business manager and applied economist and the application of these tools to food industry issues. As the programme develops the focus turns more towards applications though extensions to theory continue to be developed. Knowledge and understanding is gained through a framework of lectures, seminars, industry visits, and practical classes reinforced and extended by guided reading. A variety of course work gives further opportunities for building knowledge and the application of techniques. Individual and group projects enable exploration of selected topics in greater depth. The group project is normally a market research project for a commercial client whereby students gain hands on experience of how their degree studies apply to the real world. Industry visits, plus talks by ex-students provide insights into potential career paths.

Assessment

Combinations of coursework and formal examinations are used to assess basic knowledge. Project reports, oral presentations, and problem solving exercises contribute to final assessment

Skills and other attributes

B. Intellectual skills - *able to*:

1. Assimilate, evaluate and synthesise knowledge from a variety of academic and other sources
2. To discriminate between relevant and irrelevant

Teaching/learning methods and strategies

Critical evaluation of the literature and the application of economic and business method are developed through a variety of modules. Skills 5 and

information

3. Think logically
4. Develop and present coherent, structured and well balanced arguments
5. Analyse problems and to apply appropriate problem solving techniques
6. Plan, conduct and report on a research project both individually and as part of a team

C. Practical skills - able to:

1. Collect, analyse and interpret market business and other economic data
2. Analyse and interpret a set of accounts for a business
3. Construct marketing and business plans
4. Appraise investment projects
5. Assess the role and impact of government intervention
6. Plan and execute a research project
7. Draft written reports

D. Transferable skills - able to:

1. Use IT (word processing, spreadsheets, statistical packages and databases).
2. Communicate ideas in a variety of written styles and lengths
3. Give oral presentations to small and large groups
4. Make effective contributions to group discussions and ask well considered questions
5. Effectively use library and WWW resources to search and retrieve information
6. Manage time effectively
7. Work as part of a team
8. Plan personal development and career

6 are addressed explicitly by the second year module 'Research Methods and Data Analysis' and the individual and group projects

Assessment

Most parts of the programme assess these skills through a combination of coursework and formal examination. Essay writing skills are developed initially through tutorial essays in Part 1.

Teaching/learning methods and strategies

Development of these skills feature in a number of the compulsory modules in Parts 1, 2 and 3. For example: skill 1 is addressed by 'Quantitative Methods 1' in Part 1; skill 5 is introduced and taken further by the two 'Policy analysis' modules; and Skills 2 and 3 are principally addressed by the business management and marketing modules. Significant use of case studies - both real and hypothetical - are used to demonstrate these skills.

Assessment

These skills are assessed by a combination of course work and examination.

Teaching/learning methods and strategies

Many of the transferable skills are embedded within a wide variety of modules within the degree. Use of IT for information searching, and data management and analysis occurs within individual modules, for example 'Quantitative Methods 2'.

Development of career management skills largely takes place within the group project module in Part 2. This makes extensive use of a computer based learning package.

Personal development planning is encouraged through tutorials and the system of Personal and Academic Records.

Team working is a major component of the group project module but also features in a number of other modules.

Assessment

Transferable skills are largely assessed through course work assignments.

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 process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.