

Programme Regulations 2009/10

Degree of Bachelor of Science with Honours in Agri-Business Management

UCAS Code: N280

Notes

- (i) *These programme regulations should be read in conjunction with the University's Undergraduate Progress Regulations and Examination Conventions.*
- (ii) *All optional modules are offered subject to the constraints of the timetable and to any restrictions on the number of students who may be taught on a particular module. Not all modules may be offered in all years and they are listed subject to availability.*
- (iii) *A compulsory module is a module which a student is required to study.*
- (iv) *A core module is a module which a student must pass, and in which a fail mark may neither be carried nor compensated; such modules are designated by the board of studies as essential for progression to a further stage of the programme or for study in a further module.*

1. Stage 1

- (a) Unless otherwise stated modules are not core.
- (b) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
ACE1003	Economics for Business and Marketing	20	10	10	4	
ACE1004	Introduction to Management	20	10	10	4	
MKT1026	Essentials of Marketing - Part 1	10	10		4	
MKT1031	Marketing information Skills & Practice	20	10	10	4	
MAS1403	Quantitative Methods for Business Management	20	10	10	4	

- (c) All candidates shall take **one** of the following optional modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
ACE1014	British Agriculture	10	10		4	
ACE1025	Nutrition and Food Science	10		10	4	

- (d) All candidates shall take 20 credits of optional modules from the following list:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
ACE1007	Introduction to Rural Studies	20	10	10	4	
MKT1028	Essentials of Marketing - Part 2	10		10	4	
ECO1013	The European Economy	10		10	4	
FRE1065	Level A French General Language I	20	20		4	
FRE1066	Level A French General Language II	20		20	4	

GER1062	Level A German General Language I	20	20		4	
GER1063	Level A German General Language II	20		20	4	
SPA1065	Level A Spanish General Language I	20	20		4	

With the approval of the Degree Programme Director alternative modules to those listed above may be selected.

2. Stage 2

(a) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
ACC1003	Introduction to Accounting and Finance for Non-Specialists	20	10	10	4	
MKT2004	Research Methods for Business and Marketing	20	10	10	5	
ACE2006	Agricultural Economics	10	10		5	
ACE2013	Statistics for Marketing and Management	20	10	10	5	
LAW1054	Introduction to English Law and the Law of Contract	20	10	10	5	

(b) All candidates shall take 30 credits of optional modules normally selected from the following list:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
MKT2002	Marketing Environments	10		10	5	
MKT2005	Marketing Communications	10		10	5	
ACE2010	Agricultural Marketing	10		10	5	
ACE2012	Managerial Economics	20	10	10	5	
ACE2022	Agriculture II : Crop Production	10	10		5	
ACE2023	Agriculture II : Animal Production	10		10	5	
MKT2045	Service Marketing	10		10	5	
BUS2011	Business Enterprise	20	10	10	6	
BUS2017	Introduction to Innovation and Technology Management	20	10	10	6	
BUS2019	Understanding Work and Organisations	20	10	10	6	
NCL2001	Career Development for 2 nd Year Students	10	10		6	
NCL2002	Career Development for 2 nd Year Students	10		10	6	
PSY2003	Social Psychology	10	10		6	

With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected.

3. Year 3 (Intercalating Year)

On completion of Stage 2 and before entering Stage 3, candidates may as part of their studies for the degree spend a year in a placement with an approved organisation. Permission to undertake a placement is subject to the approval of the Degree Programme Director.

4. Stage 3

(a) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
ACE3012	Advanced Agri-Business Management	20	10	10	6	
BUS2012	Human Resource Management	10	10		6	

(b) All candidates shall take **one** of the following optional modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
MKT3091	Marketing Dissertation	30	10	20	6	
MKT3092	Marketing Consultancy Project	30	10	20	6	
MKT3094	Work Related Marketing Project	30	10	20	6	

(c) All candidates shall take 60 credits of optional modules from the following list:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
MKT3001	Contemporary Marketing Literature	10	5	5	6	
MKT3002	Strategic Marketing	10	10		6	
MKT3008	Globalisation, International Trade and Marketing	10	10		6	
ACE3009	Estate Management	10		10	6	
MKT3011	Supply Chain Management	10		10	6	
ACE3036	Farm Management	20	10	10	6	
ACE3039	Rural Enterprise Diversification	10		10	6	
ACE3040	Animal Product Quality and Marketing	10		10	6	
BUS3022	Strategic Human Resource Management	10	10		6	
BUS3027	Innovation and Creativity	20	10	10	6	
LAW2053	Law and Land Use	10	10		6	
NCL3001	Career Development for final year students	10	10		6	
NCL3002	Career Development for final year students	10		10	6	
NCL3004	Advanced Career Development for final year students	10		10	6	
PSY3006	Consumer Psychology	20	10	10		
PSY3009	Cooperation	10		10		

With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected.

5. Assessment methods

Details of the assessment pattern for each module are explained in the module outline.

6. Degree classification

Candidates will be assessed for degree classification on the basis of all the modules taken at Stages 2 and 3 with the weighting of the stages being 1:3 for Stage 2 and Stage 3 respectively.