

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

Updated: September 2009

Module code 4079	Module title Food Chain IMBA and EMBA	Module leader J. Turner
School which owns module	School of Business	
Programme(s) using the module	MBA European Food and Agribusiness MBA International Food and Agribusiness	
Module level 7	Module credits 7.5	Pre-requisites None
Normal hours 75	Contact hours within normal hours 15	Teaching Period January – March Monday pm
<p>Module content: The major issues involved, and factors driving change, in food production, distribution and consumption are explored. Examples of the most significant current challenges faced by individuals, companies and policy makers operating in the food chain are presented for analysis. The application of relevant aspects of business planning to the challenges of operating in the food chain is considered.</p> <p>Module outcomes: To achieve credit for this module, students must be able to:</p> <ol style="list-style-type: none"> 1. Identify and analyse the main driving forces in the food chain which producers, processors, distributors, retailers and policy makers have to understand and respond to (A1)(A3). 2. Work independently and demonstrate creativity and independence of thought in evaluation of food industry issues, particularly in relation to business planning (B4)(D3). 2. Locate and critically appraise data and information to understand the key issues that companies face when operating in the food industry (C3). 3. Communicate effectively in writing, e.g. write articles for key industry journals (C7)(D4). 4. Manage project work effectively (C7). 		
Assessment	Description	Weighting
Coursework	1.5 hours examination Journal article	30% 70%
<p>Key texts: BOURLAKIS, M.A. and WEIGHTMAN, P.W.H. (2004). <i>Food Supply Chain Management</i>. Blackwell Publishing. BREMERS, H., TRIENEKENS, J.H, OMTA, O. and WUBBEN, E. (Eds.) (2004). <i>Dynamics in Chains and Networks</i>. Proceedings of the Sixth International Conference in Chain and Network Management in Agribusiness and the Food Industry. Wageningen Academic Publishers. HUGOS, M (2006). <i>Essentials of Supply Chain Management</i>. 2nd edition. Wiley.</p>		