

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

Sheet updated: September 2011

Module code 4014	Module title Food Chain	Module leader Dr. J. Turner
School which owns module	School of Business	
Programme(s) to which module belongs	MBA Advanced Farm Management (core) MBA Business Management in the Food Industries (core) MBA Business Management in the Global Food Industry (focus)	
Module level 7	Module credits 15	Pre-requisites None
Minimum study time 150 hours	Contact hours within study time 30	Teaching Period October to March Monday pm
Module content: The major issues involved, and factors driving change, in food production, distribution And consumption are explored. Examples of significant current challenges faced by individuals, companies and policy makers operating in the food chain are presented for analysis. Application of relevant aspects of planning to the challenges of operating in the food chain is considered.		
Module outcomes: To achieve credit for this module, students must be able to: 1. Demonstrate a knowledge and understanding of current issues in the global food chain. 2. Identify and analyse the driving forces in the food chain which producers, processors, distributors, retailers and policy makers have to understand and respond to. 3. Work independently and demonstrate creativity and independence of thought in their critical evaluation of food industry issues.		
Assessment	Description	Weighting
Coursework	Report	70%
Examination	2 hours	30%
Key Texts: Bourlakis, M.A. and Weightman, P.W.H. (2004). <i>Food Supply Chain Management</i> . Blackwell Publishing. Hugos, M. (2006). <i>Essentials of Supply Chain Management</i> . 2 nd edition. Wiley. Camps, T., Diederens, P., Hofstede, G.J. and Vos, B. (2004). <i>The Emerging World of Chains and Networks: Bridging Theory and Practice</i> . Reed Business Information.		