



ROYAL AGRICULTURAL COLLEGE, CIRENCESTER

# Programme Specification

## **MBA Business Management in the Global Food Industry**

MF GUIDE - OCTOBER 2011



**ROYAL AGRICULTURAL COLLEGE, CIRENCESTER**

**PROGRAMME SPECIFICATION**

**MBA Business Management in the Global Food Industry**

**NB**

*The information contained in this document is intended only as a guide to the programme. It does not constitute a legally binding document or contract between the individual and the Royal Agricultural College.*

*The information contained herein is correct at the time of going to print, but the College reserves the right to make changes to the structure of the programme, assessment methods, etc. at any time without prior notification. Any changes made however will be made known as soon as possible.*

**Contact names:**

**Programme Manager On Campus: Stephen Thomas (RAC)**

**Programme Manager Distance Learning Provision: Claudia Luca (RDI)**

**Distance Learning Link Tutor: Dr Jonathan Turner (RAC)**

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<b>1. Awarding Institution</b>	Royal Agricultural College
<b>2. Teaching Institution</b>	RAC/RDI
<b>3. Final Award Title(s)</b>	MBA Business Management in the Global Food Industry
<b>4. UCAS Code(s)</b>	N/A
<b>5. Relevant QAA Subject Benchmark Statement(s) and other reference points, e.g. FHEQ, FD qualification benchmark</b>	QAA Master's degree characteristics (2010). QAA Master's level Subject Benchmark Statement for Business and Management (2007). Framework for Higher Education Qualifications (FHEQ).
<b>6. Details of accreditation by a professional/statutory body</b>	N/A
<b>7. Mode of study</b>	Full-time, part time or distance learning
<b>8. Language of study</b>	English
<b>9. Date of production/revision</b>	September 2011
<b>10. Educational Aims of the Programme</b>	

The aim of the programme is to prepare potential graduates for possible management positions in the field of food and agrifood business in a international setting, in accordance with the demand from employers. The required integration of business expertise and management skills, combined with the emphasis on managerial economics and strategies within the agrifood business sector, implies that the curriculum will focus on:

- development of subject expertise relating to the food and agribusiness context
- development of knowledge and skills in the field of organisations and management (including planning techniques and organisational leadership and decision making design),
- interdisciplinary team work, written and oral presentation techniques, management techniques, the use of computer networks, and human resource management;
- providing students with opportunities to develop expertise in applying business management concepts
- development of knowledge and skills concerning applied research (including: problem analysis/ problem solving skills, application of computer models -e.g. via management games; research planning and execution; data analysis).

## 11. Intended Learning Outcomes

### **i. Knowledge and Understanding**

The student will know and understand:-

- the core module disciplines and the appropriate focus modules for the programme (A1)
- a theoretical basis of research methodologies appropriate to business management (A2)
- recent developments in the food and related industries (A3)

### **ii. Intellectual Skills**

The student will be able to:-

- interpret data and abstract meaning (B1)
- critically analyse literature (B2)
- identify and solve problems (B3)
- demonstrate independence of thought (B4)
- develop skills of critical self reflection (B5)
- demonstrate the skills necessary to plan, conduct and report original research (B6)

### **iii. Practical / Professional Skills**

The student will be able to:-

- evaluate business performance (C1)
- communicate to different audiences (C2)
- locate and critically appraise data and information from a variety of sources (C3)
- produce a bibliographically based piece of research (C4)
- choose between theories appropriate to various business situations (C5)
- construct and apply various survey techniques e.g. questionnaires and interviews (C6)
- manage project work effectively (C7)

### **iv. Transferable Skills**

The student will be able to:-

- learn through self reliance (D1)
- produce work in groups (D2)
- work effectively independently (D3)
- communicate effectively (D4)
- effectively use communication and information technology (D5)

## 12. Programme Structure and requirements

For the fulltime on-campus provision seven taught modules are run over two terms from October to March. The eighth module, the Team Project, is carried out during the first six weeks of the summer term. The dissertation will also commence during the summer term being submitted on May 1 the following year.

The eight taught modules (see Appendix 1) are divided into five core modules and three focus modules. For five of the core modules (Marketing and Planning, Financial Management, Economics and Policy, Personal and Organisational Change, Business Strategy) students will be taught together with students on other MBA programmes. The three focus modules (Food Chain, International Business and Team Project) allow the programme to be differentiated from the other MBAs.

For the distance learning provision the eight modules, as listed above, can be studied in any order once the distance learning provision has reached 'steady rate'. At the outset the modules will be offered in the following sequence: In the first quarter modules 1 & 2 (Business Strategy and Financial Management) will be available. In the second quarter modules 3 & 4 (Marketing and Planning and Personal and Organisational Change) will become available to students progressing from the first intake. Modules 1 & 2 will also run for all new students and those who have not yet completed 1 & 2. In the third quarter modules 1-6 (to include Economics and Policy and International Business) will run and so on (i.e. followed by Food Chain, Team Project and the Dissertation) until a steady state of the full cycle is reached.

The delivery of modules will commence four times each year (January, April, July and October) so enrolment is available at each of these times with students allowed to enrol on a maximum of two modules per quarter. Once all eight modules have been successfully completed students will then be able to commence their dissertation.

### **Credit accumulation and awards**

Each full module is worth 15 credits and the dissertation is worth 60 credits. In order for a student to be awarded the MBA Business Management in the Global Food Industry they must achieve 180 credits. A Postgraduate Diploma can be awarded for students who only complete the taught programme (120 credits) and a Postgraduate Certificate for those who only complete 60 credits from the taught programme.

Precise details of the learning outcomes together with assessments are included within the individual module reference sheets available from the College website.

The determination of the final award takes into account the taught programme (weighted 50%) and the dissertation (weighted 50%). Students have to achieve an average of 50% to pass the MBA.

### **13. Student support services**

Full details can be found in the Student Handbook and by visiting [www.rac.ac.uk](http://www.rac.ac.uk)

### **14. Criteria for admissions**

Students will be expected to have:

- A minimum 2.2 honours degree from a UK university, or an equivalent academic qualification from a comparable international institution plus a minimum of two years postgraduate work experience.
- Students whose first language is not English must achieve a minimum IELTS score of 6.5 or equivalent.
- Applicants without a first degree but with acceptable professional qualifications and/or acceptable management experience may also be considered.

The programme can be undertaken fulltime, part time or by distance learning.

### **15. Teaching, learning and assessment**

This programme is inclusive of disabled people (e.g. hearing impaired, vision impaired, speech impaired, dyslexic and mobility impaired) with particular regard to teaching, learning and assessment, in accordance with Part 10: Inclusive Practice of the College's Teaching Quality Handbook and the [Equality Act 2010](#). Students enrolling on on-campus provision are encouraged to disclose any impairment to the RAC Disability Officer so that the appropriate support can be provided. Distance learning students will interact with RDI staff in the first instance, who will provide the same level of support/advice regarding disability. Students have the right to request that the nature of their impairment be treated as confidential.

### **16. Work-based learning**

Not applicable.

### **17. Quality Assurance Procedures**

For the on-campus provision the RAC designates a Programme Manager (a member of RAC staff) with responsibility for all aspects of the day-to-day academic management and administration of the relationship with students.

For the distance learning provision students will be given access to a dedicated Programme Manager at RDI who will be responsible for all aspects of the day-to-day academic management and administration of the programme and relationship with students. The RDI Programme Manager will be supported by the RAC Link Tutor.

The programme has been designed to fully comply with the Framework for Higher Education Qualifications (FHEQ) (level 7) and aligned with the Framework for Qualifications of the European Higher Education Area (FQ-EHEA).

The programme also complies with the Quality Assurance Agency's (QAA's) Master's degree characteristics (2010), with the programme falling within category III (specialised / advanced study Master's), and the QAA Master's level Subject Benchmark Statement for Business and Management (2007).

### **18. Marking Guides and Assessment Regulations**

For on campus delivery of the MBA full guidance can be found on the College website and in the Student Handbook.

For the distance learning provision, students will find marking and assessment guidance on ilearn. Full information on how to access ilearn will be provided by RDI.

### **19. Ownership of programme specification**

School of Business.

### **20. Curriculum Map**

See Appendix 2.

### **21. Career prospects**

The MBA caters for students who expect to reach senior manager positions in the food and agribusiness sector where international trade is a major component. It will also suit academics and advisers, planners and consultants in business or government agencies. Previous students are employed in a range of roles in business and management such as in companies like Fyffes, and in the Banking and Finance sector as well as in academia.

### **22. Further information**

Contact [stephen.thomas@rac.ac.uk](mailto:stephen.thomas@rac.ac.uk)

For distance learning provision contact [jonathan.turner@rac.ac.uk](mailto:jonathan.turner@rac.ac.uk)

### **23. Module Reference Sheets**

Available from the College website.

## APPENDIX 1: PROGRAMME MODULES

CODE	MODULE NAME	CREDIT VALUE	LEADER	CORE OR FOCUS	OUTCOME CODES
4021	Marketing Planning & Strategy	15	Claire Ryder	Core	A1,B1,B4,B6,C31,C7,D2,D3,D4,
4008	Economics & Policy	15	John Nixon	Core	A1,B4,C3,C5,D3,D5
4076	Financial Management	15	Stephen Thomas	Core	A1,B1,C1,C5,D3,D5
4089	Personal and Organisational Change	15	Yaqub Murray	Core	A1,B2,B4,B5,C5,D2,D4
4035	Business Strategy	15	David Newton	Core	A1,B1,B3,C1,C5,D4
4078	International Business	15	Luis Aguiar	Focus	A1,B1,C1,C5,D3,D5
4014	Food Chain	15	Jonathan Turner	Focus	A1,A3,B4,C3,C7,D3,D4
4074	Team Project	15	Stephen Thomas	Focus	B1,B6,C2,C3,C7,D2,D4,D5
4006	Dissertation	60	Rita Walsh	Core	A2,B2,B4,B5,B6,C2,C3,C4,C7,D1,D4,D5

Module reference sheets, for all modules studied on the course, are available on the College website

## APPENDIX 2: Curriculum map

X indicates where learning outcomes are developed and assessed (formatively and summatively, using a range of methods)

MODULE	CODE	A1	A2	A3	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4	D5		
Economics and Policy	4008	X						X					X		X					X				
Financial Management	4076	X			X						X				X							X		
Business Strategy	4035	X			X						X				X									
Personal & Organisational Change	4089	X			X	X	X	X	X	X		X							X		X			
Marketing Planning and Strategy	4021	X			X			X			X								X	X	X			
Food Chain	4014	X		X	X			X					X							X				
International Business	4078	X			X						X				X					X		X		
Team Project	4074				X					X		X	X				X		X		X	X		
Dissertation	4006		X			X		X	X	X		X	X	X		X	X			X	X			
<b>KNOWLEDGE &amp; UNDERSTANDING the students will know and understand:-</b>																								
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