



ROYAL AGRICULTURAL COLLEGE, CIRENCESTER

PROGRAMME SPECIFICATION

MBA International Food and Agribusiness

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.

Programme Director – Stephen Thomas

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1. Awarding Institution	Royal Agricultural College (RAC)
2. Teaching Institution	Royal Agricultural College and Utah State University (USU)
3. Final Award Title(s)	MBA International Food and Agribusiness
4. UCAS Code(s)	N/A
5. Relevant QAA Subject Benchmark Statement(s) and other reference points, e.g. FHEQ, FD qualification benchmark	Business and Management – type two
6. Details of accreditation by a professional/statutory body	N/A
7. Mode of study	Full-time
8. Language of study	English
9. Date of production/revision	July 2011
<p>10. Educational Aims of the Programme</p> <p>The main aim of the programme is to prepare potential graduates for possible management positions in the field of food in a multinational 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, means that the curriculum includes:</p> <ul style="list-style-type: none"> • 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, organisational leadership and decision making). • interdisciplinary team work, 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 / solving skills, application of computer models, e.g. via management games, research planning and execution, data analysis). • A strong theoretical underpinning which builds upon previous work experience 	

11. Intended Learning Outcomes

The programme requires that students demonstrate the following learning outcomes:-

Knowledge and understanding

The student will know and understand:-

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

Teaching and learning strategies

Knowledge and understanding will be acquired via lectures, seminars, visits and guided independent and specific group work.

Assessment is via examinations and coursework including case studies, reports, presentations and through the dissertation.

Cognitive 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).

Teaching and learning strategies

Intellectual skills are developed through the teaching and learning programme. The programme involves discussion of key issues. Problem solving and analytical skills are assessed through projects (in particular the Team Project), case studies and the dissertation. Through the dissertation students demonstrate their thinking and research skills.

Practical skills

The student will be able to:-

- evaluate business performance (C1).
- write for 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).

Teaching and learning strategies

Practical based skills will be developed through the teaching and learning programme and via the coursework and dissertation. Skills are further developed through feedback on written coursework and through supervision sessions throughout the construction of the dissertation. Students will have the opportunity to practice these skills through the team project. Practical based skills are assessed via examination, coursework, a team project report and presentation and the dissertation.

Transferable skills

The student will be able to:-

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

Teaching and learning strategies

Transferable skills are acquired and assessed through examinations, coursework, presentations, seminars and the dissertation.

12. Programme Structure and requirements

The programme is offered to full time students and is delivered in four parts. The taught element of the programme is undertaken at Utah State University (USU), Logan, USA (August to December) (Part One) and the Royal Agricultural College (January to April) (Part Two). Upon successful completion of specified modules in the USA, the Royal Agricultural College will accredit this as prior learning and award students with 62.5 academic credits to enable them to commence Part Two. Parts Three and Four will follow the taught programme. Details of the modules taught at the Royal Agricultural College are detailed below:

Part One – accredited prior learning (USU)

The following modules will be accredited with prior learning:

M6030 Agricultural Marketing

M6350 Accounting Strategies for Achieving Profit Goals

M6040 Supply Chain Management

M4590 Global Marketing Strategy

M6330 Econometrics

Part Two-Royal Agricultural College

International Agri-food Marketing

Business Economics

Financial Management

Business Strategy

Personal and Organisational Change

Operations Management

Food Chain

Part Three-Team Project (April-May)

The venue will be dependant upon where the project is based, usually either in the UK or USA. The final report will be submitted by mid-May and the presentation of that report by the end of May.

Part Four-Dissertation

The dissertation will be undertaken after the team project although students will be encouraged to consider their topic and plan the dissertation as early as possible. Dissertations must be submitted by 1 May in the year following the completion of the taught part of the programme, although an extension of one year can be considered providing the student requests such an extension in writing. Students must obtain written confirmation from the dissertation module leader that an extension has been agreed. Should students be given an extension this is subject to the College's standard fee being paid.

Credit accumulation and awards

In order for a student to be awarded the International Food and Agribusiness students must achieve 180 credits. Should a student withdraw from the programme a Postgraduate Diploma can be awarded if the student has achieved 120 credits.

Credit accumulation is as follows:

Module	Credits	Credits APL'd from USU
International Agri-food Marketing	15.0	10.0
Business Economics	15.0	10.0
Financial Management	15.0	10.0
Business Strategy	15.0	5.0
Personal and Organisational Change	15.0	10.0
Operations Management	15.0	10.0
Food Chain	7.5	0
Research Methods	7.5	7.5
Team Project	15.0	0
Dissertation	60.0	0
	180.0	62.5

The determination of the final award takes into account the taught programme (at RAC) (weighted 50%) and the dissertation (weighted 50%). Students have to achieve an average of 50% to pass the MBA. Students achieving an average of 60/69% will be awarded a merit and students achieving an average of 70% or more will receive a distinction.

13. Student support services

Full details can be found in the student handbook and by visiting www.rac.ac.uk and www.usu.edu

14. Criteria for admissions

Students will be expected to have:

- An honours degree from a UK university (usually a minimum of 2.1) or an equivalent academic qualification from a comparable international institution.
- A minimum of two years' work experience with managerial responsibilities.
- 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.

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 Disability Discrimination Act 2005. Students are encouraged to disclose any impairment to the Disability Officer so that the appropriate support can be provided. Students have the right to request that the nature of their impairment be treated as confidential.

The teaching, learning and assessment strategies are outlined under the programme outcomes in section 11.

16. Quality Assurance Procedures

The Royal Agricultural College will designate a Programme Director (who will be a member of RAC staff) with the responsibility for all aspects of the day-to-day academic management and administration of the relationship.

USU will designate an appropriate member of staff, to be known as the Programme Manager (USU) who will be an ex-officio member of the Programme Committee and who will take day-to-day responsibility for the operation of the programme at USU.

A Programme Committee meeting will be held each term which will be organised and attended by the Programme Director or the Programme Manager. As students are invited to attend there will be an opportunity to discuss all aspects of the programme.

All aspects of the operation and management of the programme will be in accordance with approved policies and procedures of the Royal Agricultural College.

The programme has been designed to fully comply with the Framework for Higher Education Qualifications (FHEQ) (Level 7) and is aligned with the Framework for Qualifications of the European Higher Education Area (EQEHEA).

The programme complies with QAA programme and subject benchmarks and the Business Masters benchmark statement.

17. Marking Guides and Assessment Regulations

Full guidance can be found in the Student Handbook.

18. Ownership of programme specification

The School of Business at the Royal Agricultural College.

19. Curriculum Map

See appendix one.

20. Career prospects

Previous students have gained employment in a number of business disciplines (e.g. finance, marketing HRM) often working for multinational companies, whilst others have started their own businesses. Market research shows students feel this programme has improved their employability.

21. Further information

Full details can be found in the student handbook and by visiting www.rac.ac.uk and www.usu.edu

22. Module Reference Sheets

These can be found by visiting www.rac.ac.uk

Appendix 1: Curriculum map

MODULE	CODE	A1	A2	A3	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5
International Agri-food Marketing	4095	x		x		x	x				x						x				
Business Economics	4093	x				x		x				x	x		x				x		x
Financial Management	4094	x			x						x				x				x		
Business Strategy	4098	x			x	x	x								x						x
Personal and Organisational Change	4092	x				x		x	x						x			x			x
Food Chain	4079	x		x				x					x						x		x
Operations Management	4096	x			x		x		x										x		
Team Project	4074				x					x		x	x					x			x
Dissertation	4106		x			x		x	x	x		x	x	x		x	x				x

KNOWLEDGE & UNDERSTANDING the students will be able to demonstrate a knowledge and understanding of:-

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

COGNITIVE SKILLS the students will be able to:-

- B1 interpret data and abstract meaning
- B2 critically analyse literature
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

PRACTICAL SKILLS the student will be able to:-

- C1 evaluate business performance
- C2 write for different audiences
- C3 locate and critically appraise data and information from a variety of sources
- C4 produce a bibliographically based piece of research
- C5 choose between theories appropriate to various business situations
- C6 construct and apply various business survey techniques eg questionnaires and interview

TRANSFERABLE SKILLS the student will be able to:-

- D1 learn through self-reliance
- D2 produce work in groups

D3
D4
D5

work effectively independently
communicate effectively through oral and written presentations
effectively use communication and information technology