



School of Natural and Environmental Sciences

BSc (Hons) Agri-Business Management
(N280)

BSc (Hons) Food Business Management
& Marketing (ND61)

BSc (Hons) Sustainable Land & Business
Management (D455)

Degree Programme Information
ACADEMIC YEAR 2024-2025

Supplement to the School Undergraduate
Handbook

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Welcome

Welcome to the BSc Agri-Business Management (ABM)/BSc Food Business Management and Marketing (FBMM)/Sustainable Land & Business Management (SLBM) degree programme at Newcastle University.

As Degree Programme Director, I am here to support your academic progress and achievement. You are making a large commitment in terms of money and effort, and we want to provide you with clear guidelines on what you can expect in terms of the learning experience as well as the support available to you. This booklet provides essential information about the ABM, FBMM and SLBM degree programmes and should be read in conjunction with the School's Undergraduate Handbook.

The successful delivery of your degree programme is a team effort involving a large number of teaching and administrative staff who work hard to ensure that your time at Newcastle is happy and productive. Naturally, an effective learning process involves a two-way interaction, so we want you to be fully engaged, enthusiastic and ambitious. What you get back from your time at Newcastle will reflect the effort that you put in. However, please speak to your personal tutor or to me if you have concerns about any aspect of your degree programme. Similarly, if you have concerns about a specific module then please contact the module leader.

I wish you the very best in your degree studies.

Professor Guy Garrod
(Degree Programme Director)

BSc Agri-Business Management (ABM) Degree Specifications

The ABM programme has a strong heritage and reputation. Founded in 1987 by Dr Paul Weightman, it was the first of its kind in the UK. With over 30 years of continuing success, the ABM graduates have gone on to remarkable careers in the UK agri-food industry and beyond. We are pleased to have you as part of the ABM 'family' and want to ensure that your studies at Newcastle University are both rewarding and enjoyable.

The ABM degree is primarily aimed at developing students' knowledge and skills to manage the production, processing and distribution of food and agricultural products from the farm gate to consumers in national and international markets. Students will develop an understanding of core business management disciplines such as marketing, economics, data analysis, and accounting in the context of their application to agri-food supply chain. We also make the most of our status as one of the foremost and largest universities for agriculture in the country, with a range of topics relating to the operation of rural enterprises and links with the University's own farming businesses and other Agri-food businesses in the region.

As well as developing your subject specific technical and knowledge skills, your degree programme also aims to foster your general transferable and employability skills. These are core skills and abilities that can be applied to a wide range of jobs and industries. Such transferable skills include abilities to: manage your time efficiently; communicate effectively in written and oral formats; apply problem solving and analytical capabilities; work in teams or take leadership. We structure our modules such that both knowledge and transferable skills are integrated and naturally acquired throughout the programme. However, your transferable skills can also be developed and enhanced by joining one of the societies or sports organisations of Newcastle University.

ABM Programme Aims and Objectives

Aims

- a) To produce graduates with:
 - i. A training in a range of social sciences pertinent to business management, particularly, though not exclusively, in the agri-food sector.
 - ii. A full repertoire of graduate key skills and the ability to utilise information from a variety of disciplines in a flexible and integrated way.
 - iii. The ability to analyse problems and issues, synthesise potential resolutions and criticise alternatives.
- b) To provide a flow of well-motivated graduates with the subject specific and key skills required by a range of employers both within the business management and beyond.
- c) To provide a flexible programme which meets the requirements set out in the Quality Assurance Agency Benchmark Statement for Agriculture, forestry, agricultural sciences, food sciences and consumer sciences and meets the criteria laid down in the Framework for Higher Education Qualifications.

Intended learning outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, discipline-related and general key skills in the following areas:

A. Knowledge and Understanding

- a. The principles and relevance of management, economics and marketing, to contemporary public and business issues.
- b. The agri-food sector and the key organisations and institutions operating in the agri-food sector.
- c. Rural and agri-environmental policy at UK and European level and its application to key social, economic and environmental problems in the UK agri-food sector.
- d. Professional terminology and concepts in business management.
- e. Contemporary issues, policies and mechanisms for the agri-food sector.

B. Subject-Specific/Professional Skills

1. The ability to develop and critically appraise business management strategies.
2. Data handling: qualitative and quantitative analysis, sampling, data collection and interpretation.
3. Policy and project evaluation.

C. Cognitive Skills

1. Critical evaluation of arguments and evidence.
2. Critical analysis of relevant contemporary literature.
3. Integrating knowledge from a variety of disciplines and applying it to rational decision making and problem solving in business management situations.
4. Problem solving.

D. Key (transferable) Skills

1. The ability to communicate in writing and orally in a manner appropriate to the target audience.
2. The ability to work independently, through managing own learning, time management, showing initiative and adaptability.
3. Team working.
4. Effective use of communications and information technology.

You have the opportunity to undertake a year's placement, if you wish to do this you will have to change onto the appropriate degree code listed below in Stage 2.

More information regarding University placements and your responsibilities can be found here: [Placements - Careers Service - Newcastle University \(ncl.ac.uk\)](https://www.ncl.ac.uk/careers-service/placements)

[Programme specification and regulations](#)

Details of your programme specification and regulations are available on the on the University website at: [Programme Regulations and Specifications - 2024-2025](#). The listing of modules is also provided towards the end of this supplement. In addition, you can find more detailed information on individual modules through the module catalogue: <http://www.ncl.ac.uk/module-catalogue/>.

---[Management of the ABM Degree Programme](#)

Role	Name	Email Address	Room
DPD	Prof Guy Garrod	guy.garrod@newcastle.ac.uk	3.23
Teaching staff and Study Abroad Co-Ordinator	Dr Albert Boaitey	albert.boaitey@newcastle.ac.uk	3.10
Teaching Staff	Dr Diogo-Souza Monteiro	diogo.souza-monteiro@newcastle.ac.uk	3.13
Teaching Staff	Dr Jeremy Franks	j.r.franks@newcastle.ac.uk	4.09
Teaching Staff	Dr Sally Shortall	sally.shortall@ncl.ac.uk	3.16
Teaching Staff	Dr Carmen Hubbard	carmen.hubbard@newcastle.ac.uk	3.11
Teaching Staff	Dr Beth Clark	beth.clarke@ncl.ac.uk	3.12
Teaching Staff	Dr Luca Panzone	luca.panzone@newcastle.ac.uk	3.08
Teaching Staff	Dr Simon Parker	simon.parker@newcastle.ac.uk	4.03
Teaching Staff	Prof Jeremy Phillipson	Jeremy.phillipson@ncl.ac.uk	3.18
Education Administrator	Mrs Jane Grayson	snesc.aessc.support@ncl.ac.uk	Level 2 Agriculture Building
AESSC Support Team	Miss Dana Bogova	snesc.aessc.support@ncl.ac.uk	Level 2 Agriculture Building

External Examiner for B.Sc. Agri-Business

Dr Eric Ruto - Senior Lecturer
 Department of Accountancy, Finance and
 Economics - Lincoln International Business School
 University of Lincoln

[BSc Food Business Management and Marketing \(FBMM\) Degree Specifications](#)

Then Food Business Management and Marketing programme was founded in 2017 in response to a clear demand for highly trained individuals in the food industry. This programme renews a Newcastle University tradition of food economics and marketing training, which started in the early 1990s when Newcastle pioneered and led food marketing undergraduate and postgraduate programmes in the UK. We are pleased to have you as part of the emerging FBMM community and want to ensure that your studies at Newcastle University are both rewarding and enjoyable.

The FBMM degree is primarily aimed at developing students' knowledge and skills to manage the processing, distribution and catering of food and agricultural products from the farm gate to consumers in national and international markets. The programme is grounded in three main academic disciplines: applied economics, food science and technology, and managerial and marketing studies. More specifically students will learn about core business management disciplines such as marketing, microeconomics, data analysis, and accounting in the context of their application to food industry. We also make the most of our status as one of the foremost and largest universities for agriculture in the country, with a range of topics relating to the operation of rural enterprises and study visits to the University's own farming businesses and other Agri- food businesses in the region.

As well as developing your subject specific technical and knowledge skills, your degree programme also aims to foster your general transferable skills. These are core skills and abilities that can be applied to a wide range of jobs and industries. Such transferable skills include abilities to: manage your time efficiently; communicate effectively in written and oral formats; apply problem solving and analytical capabilities; work in teams or take leadership. We structure our modules such that both knowledge and transferable skills are integrated and naturally acquired throughout the programme. However, your transferable skills can also be developed and enhanced by joining one of the societies and sports organisations of Newcastle University.

[FBMM Programme Aims and Objectives](#)

Aims

- a) To produce graduates with:
 - I. A training in a range of social sciences pertinent to food business management and marketing.
 - II. A full repertoire of graduate key skills and the ability to utilise information from a variety of disciplines in a flexible and integrated way.
 - III. The ability to analyse problems and issues, synthesise potential resolutions and criticise alternatives.
- b) To provide a flow of well-motivated graduates with the subject specific and key skills required by a range of employers both within the food business management and marketing.

- c. To provide a flexible programme which meets the requirements set out in the Quality Assurance Agency Benchmark Statement for Agriculture, forestry, agricultural sciences, food sciences and consumer sciences and meets the criteria laid down in the Framework for Higher Education Qualifications.

Intended learning outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, discipline-related and general key skills in the following areas:

A. Knowledge and Understanding

1. The principles and relevance of management, economics, marketing and finance, in particular as they apply to the management of food businesses and the global food sector.
2. The complexity of the global food chain system.
3. The agri-food sector and the key organisations and institutions operating in the agri-food sector.
4. Rural and agri-environmental policy at UK and European level and its application to key social, economic and environmental problems in the UK agri-food sector.
5. Professional terminology and concepts in business management and marketing.
6. Marketing strategies and marketing analysis.
7. Contemporary issues, policies and mechanisms for the agri-food sector.

B. Subject-Specific/Professional Skills

1. The ability to develop and critically appraise business management and marketing strategies.
2. Data handling: qualitative and quantitative analysis, sampling, data collection and interpretation.
3. Policy and project evaluation.

C. Cognitive Skills

1. Critical evaluation of arguments and evidence.
2. Critical analysis of relevant contemporary literature.
3. Integrating knowledge from a variety of disciplines and applying it to rational decision making and problem solving in food business management and marketing situations.
4. Problem solving.

D. Key (transferable) Skills

1. The ability to communicate in writing and orally in a manner appropriate to the target audience.
2. The ability to work independently, through managing own learning, time management, showing initiative and adaptability.
3. Team working.
4. Effective use of communications and information technology.

You have the opportunity to undertake a year's placement, if you wish to do this you will have to change onto the appropriate degree code listed below in Stage 2. More information regarding University placements and your responsibilities can be found here: [Placements - Careers Service - Newcastle University \(ncl.ac.uk\)](https://www.ncl.ac.uk/careers-service/placements)

[Programme specification and regulations](#)

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[Management of the FBMM Degree Programme](#)

Role	Name	Email Address	Room
DPD	Prof Guy Garrod	guy.garrod@newcastle.ac.uk	3.23
Teaching staff and Study Abroad Co-Ordinator	Dr Albert Boaitey	albert.boaitey@newcastle.ac.uk	3.10
Teaching Staff	Dr Diogo Souza Monteiro	diogo.souza-monteiro@newcastle.ac.uk	3.13
Teaching Staff	Dr Carmen Hubbard	carmen.hubbard@newcastle.ac.uk	3.11
Teaching Staff	Dr Beth Clark	beth.clark@ncl.ac.uk	3.12
Teaching Staff	Dr Luca Panzone	luca.panzone@newcastle.ac.uk	3.08
Teaching Staff	Dr Sally Shortall	sally.shortall@ncl.ac.uk	3.16
Teaching Staff	Prof Lynn Frewer	lynn.frewer@ncl.ac.uk	3.17
Teaching Staff	Dr Orla Collins	orla.collins@ncl.ac.uk	3.20
Teaching Staff	Dr Simon Parker	simon.parker@newcastle.ac.uk	4.03
Teaching Staff	Prof Jeremy Phillipson	Jeremy.phillipson@ncl.ac.uk	3.18
Education Administrator	Mrs Jane Grayson	snesc.aessc.support@ncl.ac.uk	Level 2 Agriculture Building
AESSC Support Team	Miss Dana Bogova	snesc.aessc.support@ncl.ac.uk	Level 2 Agriculture Building

External Examiner for B.Sc. Agri-Business Management

Dr Giuseppe Nocella
Associate Professor
Reading University

BSc Sustainable Land & Business Management (SLBM) Degree Specifications

Newcastle University was the first educational institution in the UK to introduce a degree in Countryside Management, launched by Professor Martin Whitby at the beginning of the 1990s. This reflected an increasing concern about the negative impacts that agriculture and other land uses were having on our natural environment. Today these concerns are still as relevant, with post-Brexit Government policy around agricultural support now focussing on managing land to produce public goods (e.g. biodiversity, recreation, landscape, etc.) and the vast majority of government spending on agriculture will be flowing in this direction following the withdrawal of CAP payments. Public good delivery is a major focus of the rebranded Sustainable Land & Business Management degree and over the next few years this area should become an increasingly important focus for land managers and a growth area for graduate jobs.

The Sustainable Land & Business Management degree programme focuses on the countryside and rural environment. The degree integrates environmental science with relevant material from the social sciences and agriculture to provide an integrated approach to reconciling the competing interests of farmers, industry, local authorities, communities and special interest groups within the countryside. The programme offers modules in economics, politics, law and business management allows students to expand on their own particular interests throughout the degree.

Graduates from this programme go on to work in a variety of careers, and not just those traditionally associated with countryside management. Recent graduates have found employment in chartered surveying, teaching, the law, planning, and within local authorities, the civil service and organisations such as Natural England, and the Environment Agency.

SLBM Programme Aims and Objectives

Aims

- a) To produce graduates with:
 - i. a training in a range of social and environmental sciences pertinent to management of the UK countryside.
 - ii. A full repertoire of graduate key skills and the ability to utilise information from a variety of disciplines in a flexible and integrated way.
 - iii. The ability to analyse problems and issues, synthesise potential resolutions and criticise alternatives.
- b) To provide a flow of well-motivated graduates with the subject specific and key skills required by a range of employers both within the countryside and beyond.
- c) To provide a flexible programme which meets the requirements set out in the Quality Assurance Agency Benchmark Statement for Agriculture, forestry, agricultural sciences, food sciences and consumer sciences and meets the criteria laid down in the Framework for Higher Education Qualifications.

Intended learning outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, discipline-related and general key skills in the following areas:

A. Knowledge and Understanding

1. The economic, social, political, legal and cultural systems that provide an integrated framework for the management of the UK countryside.
2. The key organisations and institutions operating in the UK countryside.
3. Rural and agri-environmental policy at UK and European level and its application to key social, economic and environmental problems in the UK countryside.
4. The natural, historical and cultural factors that contribute to the character of the UK countryside.
5. Current issues regarding sustainable development and conservation applied to rural land use.
6. Key concepts of population and community ecology.
7. Contemporary issues, policies and mechanisms for rural planning in the UK.
8. The management of UK enterprises.

B. Subject-Specific/Professional Skills

1. The ability to develop and critically appraise management strategies for a range of public good issues in the countryside.
2. Data handling: qualitative and quantitative analysis, sampling, data collection and interpretation.
3. Classification of plants and animals.

4. Site management.
5. Countryside interpretation.
6. Landscape character assessment.
7. Policy and project evaluation.

C. Cognitive Skills

1. Critical evaluation of arguments and evidence.
2. Critical analysis of relevant contemporary literature.
3. Integrating knowledge from a variety of disciplines and applying it to rational decision making and problem solving in countryside management situations.
4. Problem solving.

D. Key (transferable) Skills

1. The ability to communicate in writing and orally in a manner appropriate to the target audience.
2. The ability to work independently, through managing own learning, time management, showing initiative and adaptability.
3. Team working.
4. Effective use of communications and information technology.

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[Programme specification and regulations](#)

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Management of the SLBM Degree Programme

Contact Information:

Role	Name	Email Address	Agricultur e Building
DPD	Prof Guy Garrod	guy.garrod@newcastle.ac.uk	3.23
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Teaching Staff	Dr Amy Proctor	amy.proctor@newcastle.ac.uk	3.15
Teaching Staff	Dr Simon Peacock	simon.peacock@ncl.ac.uk	5.10
<u>Teaching Staff</u>	<u>Dr Simon Parker</u>	<u>simon.parker@ncl.ac.uk</u>	4.03
Teaching Staff	Dr Sally Shortall	sally.shortall@ncl.ac.uk	3.16
Education Administrator	Mrs Jane Grayson	snes.aessc.support@ncl.ac.uk	Level 2 Agriculture Building
Education Assistant	Miss Dana Bogova	snes.aessc.support@ncl.ac.uk	Level 2 Agriculture Building

External Examiner for B.Sc. Sustainable Land and Business Management

Dr Marie Mahon
National University of Ireland Galway
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ABM, FBMM, SLBM BSc Summary of Programme Commitments

The University's Student Charter is available on the internet at <https://www.ncl.ac.uk/pre-arrival/regulations/#studentcharter>. It is also provided to all students as part of the Student Guide. In the Student Charter, the University undertakes to provide you with access to 'high standards of teaching, support, advice and guidance'.

The Student Charter requires that students are provided with a '*programme handbook which details any professional requirements, contact hours, mode of course delivery, assessment criteria, examination arrangements and regulations, academic guidance and support, and appeals and complaints procedures*'. The purpose of this summary is to help you locate further details about this key information in your school handbook.

Your school handbook also contains a range of other valuable information, so you should read it thoroughly and retain a copy for future reference. Your attention is also drawn to the Student Charter Supplementary Statement of Student Rights and Responsibilities. Further information on this can be found at

<https://www.ncl.ac.uk/media/wwwnclacuk/studentprogress/files/Academic%20RightsResponsibilities.pdf>

Average number of contact hours for this stage / programme:	14 per week
Mode of delivery:	Lectures, seminars, workshop, field trips, computer based tutorials see section 3 in the school handbook for details of these methods.
Normal notice period for changes to the timetable, including rescheduled classes:	Wherever possible, changes to the programme will be notified at least 1 week in advance, on occasion it may be necessary to make amendments at short notice; wherever possible these will not involve change to time or location, it may be that adjustment is needed due to weather conditions, or at the request of a visit host or guest lecturer.
Normal notice period for changes to the curriculum or assessment:	Detailed in the module outline form and not normally changed throughout the year. In exceptional circumstances a change could be suggested by the module leader but students will be consulted for their opinion.
Normal deadline for feedback on submitted work (coursework):	The school operates a target turnaround of 20 working days from submission date to offer of feedback on most assessed submissions.
Normal deadline for feedback on examinations:	The normal deadline for feedback on examinations is immediately following the board of examiners appropriate to the examination period. Where a candidate has exceptional circumstances for completion of examinations, the feedback may be adjusted accordingly.

Professional Accreditation:	There are currently no professional accreditations associated with the, except for BSc Food Business Management and Marketing which is accredited by the Chartered Institute of Marketing. You will be informed about any changes to qualifications if and when they occur.
Assessment methods and criteria:	Assessment methods will vary across modules and may include in-person unseen exams, dissertations, practical exercises, written work, group projects and presentations, also see section 4 in the handbook for more details about assessment and marking criteria.
Academic guidance and support:	Academic guidance and support are available to all candidates through the tutorial system, though seminar sessions with module tutors and through The University's support mechanisms.