

CURRICULUM

1st Year	Credits
Principles of Law	10
Learning Methods	20
Management	20
International & Global Marketing in a Digital World	20
Business Environment	20
Principles of Food Science for Managers	10
HR Management	20

2nd Year	Credits
Business Management	10
Research Methods	20
Financial Management	20
Consumer Behaviour & New Product Development	20
Entrepreneurship	10
AI Marketing and Business	10
Sustainable Food Processing and Quality Management	20
Operations Management (Pathway Selection module) *	10
Food, Taste & Society (Pathway Selection module) *	10
Introduction to Digital Marketing (Pathway Selection module) *	10

3rd Year	Credits
Corporate Social Responsibility	10
Strategic Management	10
Work Experience	20
Current Issues	10
Dissertation	30
International Business with Digital Marketing Pathway	
E-commerce	10
Digital Analytics	10
Digital Marketing in Practice	10
Digital Content, Copyright & Creativity	10
International Business with Marketing Management for the Food Industry Pathway	
Advertising & Branding	10
E-commerce	10
International Marketing Management	10
Retail Management	10
International Business with International Food and Agribusiness Management Pathway	
Retail Management	10
Maintenance & Inventory Management	10
Accounting	10
Project Management	10