



BSc (Hons) / BSc Agri-business (Top-up)

UCAS code	BSc: DN4N BSc (Hons): DN4H
Institution code	H12
Duration	1 year (full-time)
Start date	September 2019
Accredited by	Chartered Institute of Marketing (CIM)
Location	Harper Adams University campus

The course

This conversion course allows students who have gained a HND or foundation degree in Agri-business, or a related subject, to top-up to a full honours degree. The course is structured around a programme of lectures, tutorials and seminars delivered over an academic year (September to June). If you choose to top-up to a full honours degree you will then undertake a further six months of study, in which you will complete an Honours Research Project, and further selected modules to allow you to achieve the correct number of credits to be awarded the BSc (Hons) qualification.

Entry requirements

- Top-up applicants must have achieved an average of 55% in their Foundation degree to apply for BSc non-honours and 60% to apply for BSc Honours.
- Applicants must have completed a full year's placement as part of their course of study or two years of full-time relevant employment after their course.

A-level entry requirements

- **Entry requirements for 2019 entry are not currently available. Please contact Admissions for advice**

Accreditation



Graduate Gateway

The [Chartered Institute of Marketing](#) (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners Harper Adams University has joined forces with CIM to give students the opportunity to gain professional qualifications through [CIM Graduate Gateway](#). CIM qualifications are highly

sought after by employers, and map alongside our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

Teaching and learning

Note: BSc (Hons) Year 2 is July-December only, and is a continuation of the Honours Research Project module started in year 1.

What will I study?

BSc (Hons) Top-up

Year 1	
Honours Research Project (HRPROJ)	30
International Agri-Business (R6013C17)	15
Rural Business Opportunities (R6020)	15
Supply Chain Management (F6016)	15
Strategic Management (R6021C17)	15
Group Market Research Project (R5004C17)	15
Options	
Management Consultancy Project (F6011)	15
Animal Product Processing (F5006C17)	15
Economic Policies (R5007C17)	15

Honours Research Project

Year of study	1
Code	HRPROJ
Credits	30
Core/option	Core

To qualify for an honours degree a student must demonstrate the capacity for sustained, independent and high quality work. One of the most important vehicles for the demonstration of this capacity, and for developing the necessary skills, is the individual Honours Research Project. Each student will therefore be required to complete such a project under the general supervision of a member of staff and present the results in a project report and in a viva voce exam, with two tutors, which will also test to a high level, skills of communication and rational argument. This major exercise represents one-quarter of the final year studies and will therefore have an important influence on the classification of award.

International Agri-Business

Year of study	1
Code	R6013C17
Credits	15
Core/option	Core
Module contact	Simon Thelwell

Agribusiness is a diverse industry, which includes business activities from small agricultural producers to

large multinational companies. This module sets out to generate an awareness of the dynamic forces and the important aspects of management of companies trading in an international environment. The ability of the key agribusiness players to respond to these changes will depend on their knowledge, managerial expertise, leadership ability and creativity. The management of risk and development of effective marketing and management strategies in an international agribusiness environment is key to sustainability, competitive advantage and success.

Rural Business Opportunities

Year of study 1
Code R6020
Credits 15
Core/option Core
Module contact [Wyn Morgan](#)

The redeployment of basic agricultural resources away from mainstream agricultural production and towards alternative, and in some cases, more financially rewarding uses has been a long-term trend. Current EU and UK policies are encouraging this move towards non-farming diversification as an adaptation to the new environment of EU enlargement and economic globalisation. Such diversification activities often require the acquisition and application of a range of skills less familiar to food producers, such as market research, promotion, advertising and awareness of the legal context. An understanding of diversification options, as well as the range of skills, awareness and business planning techniques involved is therefore essential for the effective management of rural business opportunities. In addition land-use issues and the statutory planning process can significantly influence the decision-taking in the rural business environment and knowledge of them is vital to the rural land manager and entrepreneur. The module therefore provides a grounding in town and country planning.

Supply Chain Management

Year of study 1
Code F6016
Credits 15
Core/option Core
Module contact [Dr Jane Eastham](#)

The supply chain constitutes a critical link between primary producers, processing and manufacturing businesses, retailers and the consumers. It is a link that must be structured, organised and managed successfully if businesses are to compete in a dynamic marketplace. Indeed, design and operation of supply chains are often decisive factors in the ability of businesses to achieve competitive advantage. This module examines the concept of the global supply chains and explores the many factors required to create, operate and control supply chains efficiently, effectively and sustainably.

Strategic Management

Year of study 1
Code R6021C17
Credits 15
Core/option Core
Module contact [Mrs Rebecca Payne](#)

A thorough appreciation of the concepts and techniques of Strategic Management is needed by all senior managers in order that they might manage their organisations both efficiently and effectively. This module focuses on the role of company-level strategy and its relationship with the other main business functions. Through extensive use of case study material, it allows students to reflect on practical experience gained during the placement period. By integrating theory and practice from a number of subject areas, students will be able to appreciate the contribution of the various functions within an organisation to the development of an overall strategic direction. The importance of effective implementation is emphasized along with the need for flexible strategies and the proactive management of change. The modules Business Finance or Equivalent Module, Principles of Marketing, Business Organisation and Work Experience

(Placement Year) are considered desirable pre-requisites.

Group Market Research Project

Year of study 1
Code R5004C17
Credits 15
Core/option Core
Module contact [Dr Iona-Yuelu Huang](#)

Market research is one of the most important sources of information for a manager. In this module students are given responsibility for conducting a market research project for an outside organisation. Knowledge gained from Academic and Professional Development, Research Methods and Principles of Marketing is utilised in a real world application. Additionally students benefit from the experience of working as part of a team.

Management Consultancy Project

Year of study 1
Code F6011
Credits 15
Core/option Option
Module contact [Tony Asson](#)

One of the key skills in business is to be able to work with others on the identification and successful solution of a business problem. Normally this would be done as an employee of an organisation with the problem but sometimes this may involve the use of outside consultants. The use of outside consultants provides a fresh and often innovative perspective on the problem and this module is designed to give students insight into the value of external consultancy. It is also intended to equip students with the practical and analytical skills required of external consultants. Students will work in groups on the solution of a problem, where possible, with a live business.

Animal Product Processing

Year of study 1
Code F5006C17
Credits 15
Core/option Option
Module contact [Dr Karim Farag](#)

This module provides students with an understanding of food producing animals (milk and eggs) and animals as food. Scope includes primary processing of milk, milk products, eggs and egg products and primary and secondary processing of meat producing animals. Consideration of the factors affecting food quality and the changing utilisation and value of animal products for the food industry and consumers.

Economic Policies

Year of study 1
Code R5007C17
Credits 15
Core/option Option
Module contact [Dr Dimitrios Pappas](#)

This module is concerned with the factors that influence national and international governments in the adoption and development of macroeconomic policy. The interdependences of the modern world economy will be examined and the implications for the business environment will be discussed, while the importance of trying to distinguish short-term circumstances from long-term trends will also be addressed.

The impact of economic activity upon the environment will also be investigated, together with the role of international and national government in creating a sustainable business environment.

BSc Top-up

Year 1	
Degree Review Project (DRPROJ)	15
International Agri-Business (R6013C17)	15
Supply Chain Management (F6016)	15
Strategic Management (R6021C17)	15
Rural Business Opportunities (R6020)	15
Options	
Animal Product Processing (F5006C17)	15
Management Consultancy Project (F6011)	15
Economic Policies (R5007C17)	15

Degree Review Project

Year of study	1
Code	DRPROJ
Credits	15
Core/option	Core

Although Ordinary Degree students are not required to engage in the research based major projects completed by honours degree candidates, it is necessary that they display the ability, at Honours level, to: learn independently and display the skills required for lifelong learning; to demonstrate awareness of the provisional nature of facts and principles and to marshal evidence and apply it in a balanced way in an argument and to draw soundly based conclusions. The development of these skills is the purpose of this module.

International Agri-Business

Year of study	1
Code	R6013C17
Credits	15
Core/option	Core
Module contact	Simon Thelwell

Agribusiness is a diverse industry, which includes business activities from small agricultural producers to large multinational companies. This module sets out to generate an awareness of the dynamic forces and the important aspects of management of companies trading in an international environment. The ability of the key agribusiness players to respond to these changes will depend on their knowledge, managerial expertise, leadership ability and creativity. The management of risk and development of effective marketing and management strategies in an international agribusiness environment is key to sustainability,

competitive advantage and success.

Supply Chain Management

Year of study 1
Code F6016
Credits 15
Core/option Core
Module contact [Dr Jane Eastham](#)

The supply chain constitutes a critical link between primary producers, processing and manufacturing businesses, retailers and the consumers. It is a link that must be structured, organised and managed successfully if businesses are to compete in a dynamic marketplace. Indeed, design and operation of supply chains are often decisive factors in the ability of businesses to achieve competitive advantage. This module examines the concept of the global supply chains and explores the many factors required to create, operate and control supply chains efficiently, effectively and sustainably.

Strategic Management

Year of study 1
Code R6021C17
Credits 15
Core/option Core
Module contact [Mrs Rebecca Payne](#)

A thorough appreciation of the concepts and techniques of Strategic Management is needed by all senior managers in order that they might manage their organisations both efficiently and effectively. This module focuses on the role of company-level strategy and its relationship with the other main business functions. Through extensive use of case study material, it allows students to reflect on practical experience gained during the placement period. By integrating theory and practice from a number of subject areas, students will be able to appreciate the contribution of the various functions within an organisation to the development of an overall strategic direction. The importance of effective implementation is emphasized along with the need for flexible strategies and the proactive management of change. The modules Business Finance or Equivalent Module, Principles of Marketing, Business Organisation and Work Experience (Placement Year) are considered desirable pre-requisites.

Rural Business Opportunities

Year of study 1
Code R6020
Credits 15
Core/option Core
Module contact [Wyn Morgan](#)

The redeployment of basic agricultural resources away from mainstream agricultural production and towards alternative, and in some cases, more financially rewarding uses has been a long-term trend. Current EU and UK policies are encouraging this move towards non-farming diversification as an adaptation to the new environment of EU enlargement and economic globalisation. Such diversification activities often require the acquisition and application of a range of skills less familiar to food producers, such as market research, promotion, advertising and awareness of the legal context. An understanding of diversification options, as well as the range of skills, awareness and business planning techniques involved is therefore essential for the effective management of rural business opportunities. In addition land-use issues and the statutory planning process can significantly influence the decision-taking in the rural business environment and knowledge of them is vital to the rural land manager and entrepreneur. The module therefore provides a grounding in town and country planning.

Animal Product Processing

Year of study 1
Code F5006C17
Credits 15
Core/option Option
Module contact [Dr Karim Farag](#)

This module provides students with an understanding of food producing animals (milk and eggs) and animals as food. Scope includes primary processing of milk, milk products, eggs and egg products and primary and secondary processing of meat producing animals. Consideration of the factors affecting food quality and the changing utilisation and value of animal products for the food industry and consumers.

Management Consultancy Project

Year of study 1
Code F6011
Credits 15
Core/option Option
Module contact [Tony Asson](#)

One of the key skills in business is to be able to work with others on the identification and successful solution of a business problem. Normally this would be done as an employee of an organisation with the problem but sometimes this may involve the use of outside consultants. The use of outside consultants provides a fresh and often innovative perspective on the problem and this module is designed to give students insight into the value of external consultancy. It is also intended to equip students with the practical and analytical skills required of external consultants. Students will work in groups on the solution of a problem, where possible, with a live business.

Economic Policies

Year of study 1
Code R5007C17
Credits 15
Core/option Option
Module contact [Dr Dimitrios Paparas](#)

This module is concerned with the factors that influence national and international governments in the adoption and development of macroeconomic policy. The interdependences of the modern world economy will be examined and the implications for the business environment will be discussed, while the importance of trying to distinguish short-term circumstances from long-term trends will also be addressed. The impact of economic activity upon the environment will also be investigated, together with the role of international and national government in creating a sustainable business environment.