



# BSc (Hons) / BSc Agriculture with Farm Business Management (Top-up)

<b>UCAS code</b>	D441
<b>Institution code</b>	H12
<b>Duration</b>	1 year (full-time)
<b>Start date</b>	September 2019
<b>Location</b>	<a href="#">Harper Adams University campus</a>

## The course

Having completed a Foundation Degree or HND programme in Agriculture you may wish to top-up to either a BSc or BSc (Hons) degree, by studying full-time for a further academic year to specialise in the area of farm business management.

## 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 out with the family business after their course.

## A-level entry requirements

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

## Teaching and learning

### What you study

Top-up programmes are structured around lectures, tutorials and practical classes designed to augment material covered in previous studies and allow students to develop the subject expertise and depth of knowledge required at BSc and BSc (Hons) degree level.

### Teaching and learning

The Agriculture with Farm Business Management Top up course at Harper Adams involves a combination of lectures, tutorials, and use of the [University farm](#) where appropriate, to demonstrate the application of technological and business principles to commercial farm business management. In addition, the university has extensive links with other agricultural and food related businesses, and external visits and outside speakers are integrated into the programme. Students are expected to apply the skills acquired to solve

real-life problems, such that on completion they are able to demonstrate both academic ability and commercial application, which is a combination highly valued by employers. As part of the programme students undertake a dissertation in a subject area of their choice.

## **Assessment methods**

Assessment is via a balance of course work and examination; this allows individuals to play to their strengths if they are better at course work than examinations or vice versa. Types of assignment include appraising production systems on the [University farm](#), whole farm business case studies, and literature based reviews. Format of assignments varies and includes written reports, essays, technical notes, presentations and oral examinations. Students receive written feedback on all course work to help them improve.

# What will I study?

## BSc (Hons) Top-up

Year 1	
Honours Research Project (HRPROJ)	30
Research Methods (C5005C17)	15
Marketing and Brand Management for the Agri-sector (F5001C17)	15
Agricultural Business Development (R6007)	15
Rural Business Opportunities (R6020)	15
Business Structures, Strategies and Finance (R6010)	15
Integrated Countryside Management (C6016)	15

### Honours Research Project

<b>Year of study</b>	1
<b>Code</b>	HRPROJ
<b>Credits</b>	30
<b>Core/option</b>	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.

### Research Methods

<b>Year of study</b>	1
<b>Code</b>	C5005C17
<b>Credits</b>	15
<b>Core/option</b>	Core
<b>Module contact</b>	<a href="#">Dr Edward Dickin</a>

This module is the fourth in the Professional Scholarship Programme (PSP). The module particularly develops the skills and knowledge necessary to successfully complete the Honours Research Project, which will also enhance employability skill for the Placement Period and careers on graduation.

The module will cover the key elements of the research process, set in the context of the student's own course discipline. Students will examine the academic and industrial role of research and how it informs professional and managerial practice. They will enhance their ability to locate, select and critically evaluate information associated with a particular problem, using a range of sources and particularly peer reviewed empirical studies. In addition the students will plan, and justify the need, and investment for research in an

effort to develop their insight into the management of practical research. By carrying out statistical analysis using appropriately accessible software, the students will develop their ICT skills and further their understanding of the role of statistics in the research process.

While the intended learning outcomes are common to all students across the University, this module provides discipline specific focus with content, learning and assessments that are tailored for subject/course needs, which will then lead to value interpretation and communication of research outcomes.

## **Marketing and Brand Management for the Agri-sector**

**Year of study** 1  
**Code** F5001C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Patricia Parrott](#)

This module is concerned with the understanding and application of marketing principles and management to the marketing of goods and services in the agri-food sector. Farm businesses may operate in a variety of supply chain scenarios with some having a limited opportunity for interaction with the end customer or consumer, while others have short supply chains selling direct to the end customer or consumer. The module will develop knowledge in marketing management and the importance of branding along with the management considerations in the development of a marketing strategy for competitive advantage.

## **Agricultural Business Development**

**Year of study** 1  
**Code** R6007  
**Credits** 15  
**Core/option** Core  
**Module contact** [Tony Asson](#)

The ability to take an overview and plan whole farm systems which integrate technical business and managerial aspects is a key managerial skill. This is a project based module which aims to bring together earlier farm business management modules together with the knowledge gained from technical subject areas to enable students to create business plans for larger scale integrated and more complex agri businesses. It uses live farm business situations to help develop innovative, sustainable and profitable solutions in consultation with the host agri business management team. These skills are developed within an understanding of the global economic environment, the specific market demands and requirements of the supply chain and using a strategic approach. The planning exercise also requires students to understand and examine the core business, to plan within the appropriate current planning and environmental constraints and to produce plans within a dynamic context.

- Critically analyse agricultural production and marketing systems.
- Identify and offer solutions to problems associated with production, finance, staffing, business strategy and marketing.
- Formulate appropriate objectives for farm business management situations.
- Create plans for future business development, which synthesise internal, external and intrinsic factors specific to the study and which are sound in terms of sustainability and environmental management.
- Evaluate situations in relation to the needs of the industry and its personnel, the owner, the consumer and the environment.
- Understand the wider economic and political situation and their effects on developing the farm business.

## **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.

## **Business Structures, Strategies and Finance**

**Year of study** 1  
**Code** R6010  
**Credits** 15  
**Core/option** Core  
**Module contact** [Martin Wilkinson](#)

Structural change in the agricultural sector, influenced by market and policy drivers will require high level business skill and understanding. In this module students will be required to appraise the range of flexible and fluid farming arrangements offered by a range of joint venture activities. Integration in the supply chain will be core to the module, covering both food production as well as novel and niche markets. The role and importance of networks, collaboration and cooperation is integral to the module.

The module will cover the legal and taxation issues associated with the different business structures commonly found in UK agriculture ranging from the traditional (Sole Trader/Partnership/Limited Company) structures to joint ventures and other legal entities. The managerial and operational requirements of the different business structures will also be covered within the module. The module will be delivered in the context of the policy and economic drivers affecting EU and UK agriculture.

The module will also cover the adoption and evolution of macroeconomic policy, the underlying factors that affect it and the influence that it has on the UK generally and agriculture and rural development in particular. The international interdependence of the modern world economy will be examined and the implications, particularly for rural areas will be discussed. The influence of national and supra national government policy on the environment will also be considered.

- Research and analyse the features, operation and value of different network forms
- Development of organisational relationships, taking account of strategic and tactical aspects of the structure and operation of business relationships.
- Make justified recommendations to improve the strategic and tactical management of organisational relationships
- Analyse the impact of the Macro-economic climate and Government responses to it on the agriculture industry, taking account of the whole supply chain
- Critically appraise current developments in the European Union as they affect agriculture.

## **Integrated Countryside Management**

**Year of study** 1  
**Code** C6016  
**Credits** 15  
**Core/option** Core  
**Module contact** [Dr Laura Vickers](#)

Students will already have studied modules which require them to appraise individual land-use enterprises, investigate the environmental consequences of such systems and develop strategies for the management of specific problems. However, in practice, rural land use will need to involve the integration of agricultural and woodland systems with conservation and amenity considerations into overall countryside management. In the Integrated Countryside Management module the student will be challenged to resolve conflicts between the various land-use opportunities to produce integrated management plans which cover the requirements of environmental legislation and, as far as practically possible, utilise land to maximum social, ecological and economic benefit.

- Discuss the complexity of rural land-use and the need to apply appropriate integrated countryside management techniques.
- Analyse, evaluate and debate land-use problems and propose solutions appropriate to the objectives of the client and the circumstances of each case.
- Create management plans for sites, including the reconciliation of conflicting uses for those sites.
- Review the strategies and legislation which influence recreation in the countryside, with consideration of the issues related to public access and rights of way.
- Effectively communicate evaluation and recommendations orally and in writing.

## BSc Top-up

Year 1	
Degree Review Project (DRPROJ)	15
Marketing and Brand Management for the Agri-sector (F5001C17)	15
Agricultural Business Development (R6007)	15
Rural Business Opportunities (R6020)	15
Business Structures, Strategies and Finance (R6010)	15
Integrated Countryside Management (C6016)	15

### Degree Review Project

<b>Year of study</b>	1
<b>Code</b>	DRPROJ
<b>Credits</b>	15
<b>Core/option</b>	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.

### Marketing and Brand Management for the Agri-sector

**Year of study** 1  
**Code** F5001C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Patricia Parrott](#)

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**Code** R6007  
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**Core/option** Core  
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**Code** R6010  
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**Core/option** Core  
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**Core/option** Core  
**Module contact** [Dr Laura Vickers](#)

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