



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

UCAS code	BSc: D44N BSc (Hons): D441
Institution code	H12
Duration	1 year (full-time)
Start date	September 2022
Location	Harper Adams University campus*

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.
- In addition to meeting the foundation degree requirements, applicants must also satisfy the GCSE and Level 3 entry requirements of our own Foundation degree courses.

A-level entry requirements

- **Entry requirements for 2022 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 (HRPROJC17)	30
Research Methods (C5005C17)	15
Marketing and Brand Management for the Agri-sector (F5001C17)	15
Applied Farm Business Management Case Study (R6004C17)	15
Farm Business Strategy (R6010C17)	15
Implementation, Operation and Control of Business Plans (R6012C17)	15
Business Diversification (R6005C17)	15

Honours Research Project

Year of study	1
Code	HRPROJC17
Credits	30
Core/option	Core

The Honours Research Project is designed to allow students to develop the skills and personal resilience needed to undertake a sustained, significant and high quality project. In conjunction with his or her supervisor, and in light of detailed course specific advice, each student will select a topic for investigation. They will then plan, execute and report their project. The module will draw upon learning from other taught modules, but it also requires a high degree of independent learning.

Students will need to apply their learning about the research methods associated with their discipline as they locate data to support their project; they may need to apply methods creatively according to the nature of their research topic. Throughout the module, students will be expected to make choices about the scale and manageability of their work; they will also need to apply good time management skills to ensure success. The project will require all students to search for literature related to their topic and to read independently. Students must make decisions about the direction of their research, and they will be expected to work pro-actively to benefit from supervision opportunities.

Students will be expected to ensure that each part of their project is ethically sound; this means following protocols but also by developing an ethical mind-set which is sensitive to stakeholders and issues arising in the research process. Students must ensure that they attend to issues of health and safety throughout their research.

Research Methods

Year of study 1
Code C5005C17
Credits 15
Core/option Core
Module contact [Dr Edward Dickin](#)

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

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.

Applied Farm Business Management Case Study

Year of study 1
Code R6004C17
Credits 15
Core/option Core
Module contact [Wyn Morgan](#)

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 and apply these to an industry based, real life agricultural business. Students will be required to apply their accumulated knowledge and skills to solve complex, inter-related farm business problems or opportunities to create a viable and sustainable farming business.

Farm Business Strategy

Year of study 1
Code R6010C17
Credits 15
Core/option Core
Module contact [Martin Wilkinson](#)

Successive UK Governments have promoted issues of resilience and competitiveness in agriculture. Aligned with similar EU objectives set out in the context of the Common Agricultural Policy reform, it seems clear that individual farm businesses need to develop and implement plans capable of delivering competitive advantage and meeting the long terms personal and business goals of the owners.

This module is designed to introduce students to concepts and principles of strategic management. It explores the meaning and value of mission and vision statements; techniques for assessment of the wider business environment, in the context of the mission (purpose of the business) and culminates in formulation of a strategy to deliver the vision.

The module addresses longer term business development typically over a timeframe 10 to 20 years or more. The module is set in the context of sustainable production systems designed to meet the market requirements of the supply chain. It addresses the external drivers affecting the industry and the planning techniques used to incorporate the external drivers in to the strategic plan.

Implementation, Operation and Control of Business Plans

Year of study 1
Code R6012C17
Credits 15
Core/option Core
Module contact [Tony Asson](#)

This module will address the issues associated with implementing the business plan to achieve the objectives (mission, vision) of the owners and stakeholders, addressing the tactical and operational planning processes. Students will be required to evaluate the proposed business plan to identify the Critical Success Factors (CSF) and Key Performance Indicators (KPI) and demonstrate how these can be incorporated in to the tactical management process for a business.

The module will also address the stakeholder reporting issues associated with progression of the plan over time (Business owners; bank manager; buyers, customers, government agencies, JV parties).

Business Diversification

Year of study 1
Code R6005C17
Credits 15
Core/option Core
Module contact [Wyn Morgan](#)

The redeployment of the basic agricultural resources (land, labour, buildings, machinery and capital) to alternative and potentially more financially beneficial uses has been a long term trend in the industry. This move has been further encouraged by EU and UK government policies increasing emphasis on environmental, social responsibility, and sustainability issues as well as economic and global trading. The move towards such "diversified" enterprises is not without its difficulties, and in particular the need for the traditional commodity based producers to acquire and develop new business skills. These include such areas as market research, promotion and marketing, advertising, innovation, legal matters and dealing with customers and staff.

Development of alternative enterprises requires an understanding of the range of suitable options, the required skill sets, funding opportunities as well as detailed financial business planning and costing.

BSc Top-up

Year 1

Degree Review Project (DRPROJC17)	15
Marketing and Brand Management for the Agri-sector (F5001C17)	15
Applied Farm Business Management Case Study (R6004C17)	15
Farm Business Strategy (R6010C17)	15
Implementation, Operation and Control of Business Plans (R6012C17)	15
Business Diversification (R6005C17)	15

Degree Review Project

Year of study 1
Code DRPROJC17
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.

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