



FdSc Agri-business

UCAS code	DN4C
Institution code	H12
Duration	3 years (full-time) including a one-year work placement
Start date	September 2019
Accredited by	Chartered Institute of Marketing (CIM)
Location	Harper Adams University campus (and location of work placement)

The course

The agricultural sector faces a number of significant challenges in the future from climate change to floods and droughts, an ever-increasing world population and changes in European policies. All of these factors contribute to a sector that needs graduates who possess well developed business skills combined with a thorough understanding of the agricultural business sector to respond to these constraints. These courses cover a range of both agricultural and business subjects that will enable students to understand the agri-business sector.

A-level entry requirements

- Offers tend to be in the region of **72 - 88** UCAS points (min 2 x A2 passes)
- Students should typically be studying **2 subjects at A2 level** to be considered
- **4 GCSEs at grade C/4 or above**, including English Language, Maths and a Science
- Applicants can expect to receive offers including specific grades in specific subjects (for example, a B or C at A level, or an M or D for BTEC modules)
- Key Skills (and other level 2 variants) and First Certificates/Diplomas are not accepted in place of GCSE passes
- Overseas applicants please check our [English Language Requirements](#)
- The majority of candidates will not be called for an interview and a decision will be made via UCAS Track. However, for some students a telephone interview or campus based guidance session will be required. We will simply want to meet you to understand if the course is the right choice for you and to discuss your application in more detail. We will be keen to know your reasons for choosing the course and your career aspirations.

Note: Entry Requirements are for guidance only, please check the UCAS website or contact Admissions for further information.

Work placement

FdSc students undertake work placement in their second year. We have an established relationship with many companies which deal with the farm inputs and outputs sector, such as McDonalds, Anglia Farmers, Syngenta, NWF, Gleadells, Avara Foods, Andersons Consultants, and Frontier Agriculture Ltd. You will spend one year on a work placement, which will enable you to put theory into practice.

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

What you study

The course will provide you with business knowledge that is related to the farm and the agricultural sector. There will be modules on crops and animals in the first year supported by a range of business modules which will be developed in subsequent years to give you an all-round view and understanding of the agri-business sector.

Teaching and learning

Learning at Higher Education level is a big step up from further education so we make sure you get lots of advice and support. Everyone learns differently and in the workplace you'll need to work in different ways, so we make sure our courses test you in every way possible. Therefore, you will attend lectures and tutorials, undertake regular hands-on practical work for example, reviewing crop growth in the fields or handling sheep, sit exams, and complete coursework assignments. Topics are designed carefully based on real world situations, such as choosing a commodity of your choice e.g. beef, lamb, poultry and preparing a talk to overseas visitors on methods used in the UK. All students undertake a major project in their final year concentrating on a topic that is of particular interest to them.

Assessment methods

Assessment is via a balance of course work and examination. Students receive written feedback on all course work to help them improve. In addition, first year students undertake an examination in one subject at the end of the first term to enable them to gauge how they are progressing and feedback is provided on this exam. Course work may be reports, presentations or portfolios and may be produced individually or in a team. All students will complete an individual project in their final year.

Careers

There are opportunities for graduates in many areas of the agricultural sector including farm inputs and outputs, commodity trading, sales, marketing, research, finance or consultancy.

These positions may take you anywhere in the country or the world. Depending on your chosen route you may choose to be more hands-on with agriculture or providing advice and guidance to farmers on what to produce. There is a wide choice in this diverse, challenging sector.

What will I study?

Year	Study time (The percentage of time spent in different learning activities)			Assessment methods (This is the breakdown of assessment methods)		
	% time in lectures, seminars and similar	% time in independent study	% time on placement	Written exams	Practical exams	Coursework
1	33%	67%	0%	37%	0%	63%
2	0%	0%	100%	0%	0%	100%
3	23%	77%	0%	33%	0%	67%

Year 1		Year 2		Year 3	
Professional Skills Development (R4005C17)	15	Placement year		Group Market Research Project (R5004C17)	15
Business Data Analysis (R4008C17)	15			Business Communication Technology (R4011C17)	15
Marketing Principles (R4009C17)	15			Professional Project (P-PROJC17)	15
Animal Production Systems (A4005C17)	15			Farm Assurance and Quality (F5003C17)	15
Crop Production Systems (C4013C17)	15			Farm Business Management and Economics (R5003C17)	15
Agri-food Marketing (F4005C17)	15			Managing Business Resources (R5018C17)	15
Assessment of the Farm Business (R4010C17)	15			Sales and Customer Service (R5005C17)	15
Options				Options	
Logistics and Distribution (F4006C17)	15			Integrated Crop Management Systems (C5009C17)	15
Issues in Global Food Production (F4004C17)	15			Sustainable Livestock Production Systems (A5006C17)	15
Language I (French, German or Spanish) (B3001/2)	15			Language II (French, German or Spanish) (B4015/17)	15

Professional Skills Development

Year of study 1

Code R4005C17

Credits 15

Core/option Core

Module contact [Jane Headley](#)

This module helps to develop students' competence and confidence in the academic skills and professional practices that will enable success in higher education and beyond. In order to engage students with the module and the themes, some of which will be delivered in other modules.

It is anticipated that developing the appropriate attributes to cope with higher education early on in the programme will aid students progression both with the course and to continue their professional development into the graduate world of work.

Business Data Analysis

Year of study 1
Code R4008C17
Credits 15
Core/option Core
Module contact [Jane Headley](#)

Companies process, collect and report on large volumes of data and so data analysis is an important skill in order to gain or retain competitive advantage. This module will require students to work with data and produce information using industry standard software. This module supports the development of students' written communication, IT, numeracy and research skills.

Marketing Principles

Year of study 1
Code R4009C17
Credits 15
Core/option Core
Module contact [Mrs Claire Robertson-Bennett](#)

Effective marketing is central to the success of individuals and organisations. All managers need to contribute to developing and delivering products and services which meet the actual or potential needs of customers more effectively than competitors. This module covers the role of marketing and its underpinning theories. It then examines the range and integration of activities required to implement the marketing concept in various business contexts. There will be a strong focus on reviewing real world examples and on appropriate application of marketing practice principles and practice. The module will establish a broad appreciation of the discipline as preparation for placement work. Specialist marketing students will study various aspects in more depth in modules which concentrate on component areas, for example New Product Development and Sales and Customer Service.

Animal Production Systems

Year of study 1
Code A4005C17
Credits 15
Core/option Core
Module contact [Dr John Donaldson](#)

An understanding of livestock production underpins many careers within the land based sector and forms a significant part of the global food industry. As such, an understanding of livestock systems is required across a range of courses.

The module will provide learners with a knowledge of the main livestock systems and how these systems inter-relate with other sustainable land based activities. The various systems will be considered in terms of input requirements, production and husbandry and analysis and interpretation of physical and financial performance data. The module will also consider aspects of sustainable production both in terms of changes to EU support and in light of global population changes.

Crop Production Systems

Year of study 1
Code C4013C17
Credits 15
Core/option Core
Module contact [Mr Matthew Rodenhurst](#)

The module will cover the crop production processes characteristic of NW Europe, including wheat, barley, oilseeds, potatoes, sugar beet, grassland and forage. You will focus on 'best practice' crop production methods for a range of food and non-food crops and will be related to the need for resource efficient, economic and environmentally acceptable production linked, where necessary, to the current EU and UK Single Payment Schemes.

The module will provide the necessary basic understanding of crop production practices and the related regulatory framework appropriate for higher level study. The module will provide underpinning crop production knowledge for a range of crop science and agronomy modules.

You will:

- Identify the essential requirements for the establishment, growth, development and market requirements of a range of crops.
- Explain and interpret the underlying concepts and principles of crop production associated with current best practice.
- Relate the short and long term factors influencing crop management to appropriate farm practice.
- Interpret qualitative and quantitative data relevant to crop production practices.
- Assess the wider consequences of crop production activities in the context of sustainable production systems.

Agri-food Marketing

Year of study 1

Code F4005C17

Credits 15

Core/option Core

Module contact [Patricia Parrott](#)

This module will provide students with knowledge of the marketing systems and market opportunities of major agricultural commodities open to primary producers. It will consider and evaluate the global and dynamic market forces affecting the interdependent players of the agri-food supply chain from primary producer to the end consumer and the extent to which this influences the primary producer's approach to agri-food production and marketing. It will cover the concept of 'farm to fork' and where alternative opportunities exist for primary producers and agricultural businesses. The role of market planning and management of risk along with methods by which this may be achieved will be reviewed in order to result in higher levels of efficiency, effectiveness and market returns.

You will:

- Identify and explain the factors influencing changes in production, channels of distribution and consumption within the UK for major farm commodities.
- Appraise the global business and market environmental factors that influence the UK agri-food supply chain.
- Identify the role of market planning in UK farm businesses and methods to maximise producer returns and manage risk.
- Discuss the alternative marketing systems and options open to primary producers for best use of resources and sustainability.

Assessment of the Farm Business

Year of study 1

Code R4010C17

Credits 15

Core/option Core

Module contact [Wyn Morgan](#)

This module is designed to introduce students to the basic knowledge needed to determine areas of strength and weakness within a farming business. Students will be introduced to basic business concepts associated with the recording and reporting of business and enterprise performance. They will then be introduced to techniques for analysis and evaluation of the data, to include different types and sources of external comparative data.

You will:

- Explain the role and scope of management in the farm business.
- Prepare and interpret a set of farm management accounts.
- Identify and analyse the performance of individual enterprises.
- Discuss the administrative methods/systems that are required in order to produce management data.

Logistics and Distribution

Year of study 1
Code F4006C17
Credits 15
Core/option Option
Module contact [Dr James Bell](#)

Logistics focuses on the flow of goods, services and related information along chains linking primary producers, processors, manufacturers, retailers and consumers. It aims to get the right thing, in the right quantities, to the right place, at the right time and cost, to meet the demands of successive customers, sustainably. The module will examine how logistics activities are integrated to provide the required quality and customer service for the minimum possible cost. This involves planning, implementing and controlling efficient and effective movement and storage, including the return of materials for reuse, recycling or disposal. By providing an introductory understanding of the role of logistics and distribution, this module will lay the foundation for further studies in subjects such as Supply Chain Management.

Issues in Global Food Production

Year of study 1
Code F4004C17
Credits 15
Core/option Option
Module contact [Dr Wilatsana Posri](#)

Food supply and security, the provision of high quality foods, safe foods and access to diets that provide good nutrition are key challenges for the world in the 21st century. Currently agriculture provides much of the world population's need for food, though not everyone has access to food of the right quantity or quality. Even though the structures and dynamics of the global food supply system are complex, an understanding of how the system operates and how issues of food production, food security, quality and safety, etc., interact and are resolved is fundamental to the study of food and the pursuit of careers in the food industry.

This module introduces students to the issues associated with global food supply within the context of human dietary needs, agricultural production systems, agricultural biotechnology and concepts of food security and sustainability, and quality and food safety.

Language I (French, German or Spanish)

Year of study 1
Code B3001/2
Credits 15
Core/option Option
Module contact [Zorka Besevic](#)

The purpose of this module is to develop the ability and confidence of students to use French, German or Spanish effectively for the purposes of practical communication and the exchange of information. The module aims to form a sound base of skills language and attitudes appropriate to individual interests for further study, vocational and leisure based purposes. The module outcomes reflect the module aims concerned with providing students with the basic communication skills in French, German or Spanish to fulfill realistic tasks.

Placement year

Year of study 2
Core/option Core

Read our dedicated [Placement Learning](#) pages for information on the many benefits of the placement year.

Group Market Research Project

Year of study 3
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.

Business Communication Technology

Year of study 3
Code R4011C17
Credits 15
Core/option Core
Module contact [Deena Webster](#)

Whilst businesses often use generic software packages for their everyday operations, other electronic tools and online applications are increasingly used for data storage, access, marketing communication and presentation. Fast, accurate and compatible information interchange with both internal and external members of the supply chain is essential. The continuing growth, accessibility and pervasion of the internet offers an expanding range of communication channels and delivery models for information services. This module sets out to deliver an understanding of the relevance of IT tools and services in the broader business context, and develop the ability to engage with them to resolve problems in both general business and specific recruitment, marketing, research, and teaching contexts.

Professional Project

Year of study 3
Code P-PROJC17
Credits 15
Core/option Core
Module contact [Dr Lydia Arnold](#)

This module provides students with the opportunity to carry out an investigation that is of relevance or interest to a company or organisation. In many cases it is expected that students will have identified a problem or challenge arising from their placement or other work-based learning experiences. The topic is to be negotiated between the student and the Supervisor or Professional Project Manager and will be required to meet the broad learning outcomes outlined below. An academic supervisor will support the student with their project on an individual basis, in conjunction with any technical input required from the sponsoring organisation, where applicable. The student is expected to produce and submit a report of 5,000 words in length written in an appropriate format.

You will:

- Identify a specific professional research problem or question for investigation.
- Plan and undertake a programme of work to investigate the current understanding in this area using a literature review, and, where appropriate, primary research.
- Discuss the findings, identify a range of solutions to the problem or research question, evaluate alternative solutions and make clear practical recommendations that can be applied within a particular employment context or professional sector.
- Create a report in an appropriate format, as agreed with the supervisor and, where appropriate, the sponsoring organisation.
- Deliver an effective oral presentation and respond to questions to further explain the project and justify the recommendations.

Farm Assurance and Quality

Year of study 3
Code F5003C17
Credits 15
Core/option Core
Module contact [Professor Louise Manning](#)

The food supply system is now recognised as an entity structured and organised to meet the needs of the consumer marketplace, with emphasis placed on issues of food quality and safety at every level of the food chain. As a consequence of supermarkets taking vertically integrated control of the food supply system, the ability of agriculture to conform to quality and food safety standards is increasingly being scrutinised. To help ensure that farm produce is able to meet the technical needs of food processors, manufacturers, retailers and consumers, third party and private farm assurance standards have been used as approaches to ensure food safety and quality assurance is appropriately applied at farm level. These stakeholders have integrated concerns for farm animal welfare and environmental sustainability into these standards. This module exists to provide students with an understanding of the concept, principles and practice of farm assurance, and the way in which different farm assurance schemes are operated, validated and verified.

Farm Business Management and Economics

Year of study 3
Code R5003C17
Credits 15
Core/option Core
Module contact [Tony Asson](#)

This module builds on knowledge from the first year module Assessment of the Farm Business by introducing students to whole farm business planning techniques in the context of the assessment of the external business environment.

The module incorporates applied agricultural economics (differentiated from neo-classical economics and economic theory and formulation expected on an Ag Econ programme) to develop an understanding of the wider issues and drivers affecting prospects in the main commodity sectors. Incorporating further assessment of the productivity factors of the business (Land; labour; capital etc.) and building on identified strengths and weaknesses within the business identified through the application of assessment techniques, students will be introduced to forward budgeting and planning techniques at enterprise and whole business levels.

Managing Business Resources

Year of study 3
Code R5018C17
Credits 15
Core/option Core
Module contact [Jane Headley](#)

This module covers both financial and personnel aspects of business management in an applied manner, and

follows the placement year. The module integrates the student's experience from this placement year with theoretical models related to human resources which may support future employment. Students will also develop financial management skills to enable them to support the business decision making process.

Sales and Customer Service

Year of study 3
Code R5005C17
Credits 15
Core/option Core
Module contact [Mrs Rebecca Payne](#)

This module will develop practical and sought-after competences in customer focus, selling, negotiation, critical evaluation, service design, people management and training. It will thus enhance your employability in business and your workplace survival/influencing skills. The module covers the tactical issues, attitudes and skills relating to typical early career customer-facing roles, including product specialist, technical sales, service delivery and support. It also covers the more strategic areas of sales team management, customer satisfaction measurement, relationship marketing and customer relationship management (CRM). These are clearly central topics for all marketing and management students, including those looking to careers in agri/engineering SMEs.

You will:

- Assess customer service quality, using systematic and unbiased methods, with reference to principles, data and industry good practice.
- Review and revise customer service design, standards, advice and training, including specifying good practice for service processes, customer care, support and after-sales.
- Review and reflect upon the required competences for selling, negotiation and customer service roles and how these may feature in your future career.

Integrated Crop Management Systems

Year of study 3
Code C5009C17
Credits 15
Core/option Option
Module contact [Mr Matthew Rodenhurst](#)

Integrated Farm Management works to balance the needs of consumers, society, the environment and the farmer, encouraging sustainable farming systems through the adoption of Integrated Farm Management (IFM).

IFM is a whole farm approach that combines the best of traditional methods with beneficial modern technologies, to achieve high productivity with a low environmental impact. Farming has always been innovative and enterprising, responding to consumer demands and government priorities but the challenges now are very different. Food security, climate change, a growing, aging and urbanised population all put pressures on natural resources and create disconnections between food, farming and nature.

This module will study some of the environmental issues arising from modern production techniques, and the role of farm waste management planning.

Sustainable Livestock Production Systems

Year of study 3
Code A5006C17
Credits 15
Core/option Option
Module contact [Mr Simon Marsh](#)

The module aims to develop the student's knowledge and understanding of livestock production systems

through the use of problem based learning. This will be carried out by the use of key note lectures and enterprise appraisals. Students will be expected to utilise their knowledge of production systems, placement experience and suitable reference material relating to technical, economic and marketing principles.

- Evaluate physical and financial performance of commercial livestock enterprises.
- Gather and analyse information relevant to the identification and solution of specific production system problems.
- Develop competency in the planning of new enterprises and formulate objectives for the management of the new system, taking into consideration ethics and welfare.
- Evaluate the effects of changing technology, globalisation, aspects of sustainability and food security, and the issues of changing economics and legislative matters on production systems.

Language II (French, German or Spanish)

Year of study 3

Code B4015/17

Credits 15

Core/option Option

Module contact [Zorka Besevic](#)

The purpose of this module is to develop further the level of competence in French, German or Spanish to enable students to function in a vocational or academic context such as a study placement. The module aims to increase students knowledge and application of language in terms of complexity, grammatical accuracy and range of structures, vocabulary and idiom. Through the development of a greater awareness of the nature of language and language learning the module seeks to encourage positive attitudes to speakers of foreign languages and other cultures, employment thereby facilitating future mobility. The module Language I or equivalent is considered a desirable pre-requisite.