



# BSc (Hons) Agri-Business

<b>UCAS code</b>	DN41
<b>Institution code</b>	H12
<b>Duration</b>	4 years (full-time) including a one-year work placement. A three year programme is available for applicants with at least two years, full-time relevant work experience.
<b>Start date</b>	September 2022
<b>Accredited by</b>	<a href="#">Chartered Institute of Marketing</a> (CIM)
<b>Accredited by</b>	<a href="#">Institute of Leadership and Management</a> (ILM)
<b>Location</b>	<a href="#">Harper Adams University campus</a> (and location of work placement)*

A dual-accredited professional degree, taking you to the forefront of the global, sustainable agri-food business sector

Opportunities abound for skilled managers who are passionate about driving forward sustainable agricultural businesses. At Harper Adams, you will receive the perfect blend of management and agricultural education to enable you to be the future of this essential sector, balancing the range of forces at play to produce sustainable, responsible, profitable results.

The agricultural sector faces a number of significant challenges from climate change to floods and droughts, an ever-increasing world population and changes in European policies. By completing closely studying topics including Issues in Global Food Production, Farm Business Management and Economic and International Agri-business, we can equip you to grow into a local, national or global agri-business leader.

## The Harper Advantage

- A full placement year in industry as part of your degree, enabling you to put knowledge into practice, develop your network and discover your future ambitions
- More than 15 placement-scholarships open to students on Business Management routes – offering guaranteed placement year job and additional financial support; plus a range of non-placement scholarships.
- Dual-accredited degrees: By enrolling on this degree, you will become eligible to register with the Institute of Leadership and Management and work towards a level 5 Awards of Certificate in Management and Leadership; and also to gain qualifications through the Chartered Institute of Marketing Graduate Gateway.
- A business network from day – as you learn alongside future professionals from every stage of the food supply chain
- Harper Business Plus – a series of extra-curricular events and learning opportunities to broaden your perspectives
- Harper Enterprise – specialist entrepreneurial support to help you take the first steps toward a profitable venture.

## 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.

## Duration

4 years (full-time) including a one-year work placement. A three year programme is available for applicants with at least two years, full-time relevant work experience. Please contact [Admissions](#) for further information on this option.

## A-level entry requirements

- Offers tend to be in the region of **88 - 104** UCAS points (from A2 exams only)
- Students should typically be studying **3 subjects at A2 level** to be considered
- **4 GCSEs at grade C/4 or above**, including English Language, Maths and a Science
- BTEC level 2 in Science at grade M will be accepted as an alternative to GCSE Science at grade C/4
- 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
- Interviews will take place on an ad-hoc basis should the Course Manager wish to discuss any aspect of your application and for all potentially suitable applicants who require visa sponsorship.
- Overseas applicants please check our [English Language Requirements](#)
- We have developed a range of measures and initiatives to give everyone the best chance to access our undergraduate degree programmes. The main feature of **Access to Harper** is our contextualised offer scheme. A contextualised offer is an offer which is reduced, by one grade or more from the standard entry requirement and is made to those applicants who may have experienced personal circumstances which put them at a disadvantage during their education, such as attending a low achieving school, living in an area of low participation in Higher Education or being a Care Leaver. The aim of this is to make the University more accessible for those applicants who may not have previously thought that they were eligible to apply. We have also introduced reduced entry requirements for those applicants who are over 21 years of age and further initiatives to make the application process easier for those applicants who need it.

To check if you qualify please visit the [Access to Harper](#) page.

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

## Work placement

BSc students undertake work placement in their third 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.



This course is accredited by the Institute of Leadership and Management.

The Institute of [Leadership and Management \(ILM\)](#) is the UK's leading provider of professional management qualifications, and accreditation means recognising each others' commitment to vocational learning. We've mapped learning outcomes of our degrees with the learning outcomes of their awards, so when pass your Harper Adams business degree you'll have passed the ILM qualification too. What's more, you get a lifelong 'digital credential', an online badge of achievement to promote your capabilities in the job market and other ILM benefits too.

## 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.

\* During the Covid-19 Pandemic the University is delivering blended learning. Government guidance is being constantly reviewed to establish the learning events which can be delivered face to face. Please refer to our [frequently asked questions](#) for further details.

### 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. Coursework 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.

# 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	27%	73%	0%	29%	0%	71%
3	0%	0%	100%	0%	0%	100%
4	15%	85%	0%	22%	0%	78%

Year 1	Year 2	Year 3	Year 4
Professional Skills Development (R4005C17) 15	Group Market Research Project (R5004C17) 15	Placement year	Honours Research Project (HRPROJC17) 30
Business Data Analysis (R4008C17) 15	Business Communication Technology (R4011C17) 15		Leadership and People Management (R6016C17) 15
Marketing Principles (R4009C17) 15	Farm Assurance and Quality (F5003C17) 15		Supply Chain Management (F6014C17) 15
Animal Production Systems (A4005C17) 15	Farm Business Management and Economics (R5003C17) 15		International Agri-Business (R6013C17) 15
Crop Production Systems (C4013C17) 15	Professional Services in Farm Business Management (R5002C17) 15		Strategic Management (R6021C17) 15
Agri-food Marketing (F4005C17) 15	Sales and Customer Service (R5005C17) 15		<b>Options</b>
Assessment of the Farm Business (R4010C17) 15	<b>Options</b>		Economic Policies (R5007C17) 15
<b>Options</b>	Marketing Communications (F5002C17) 15		Management Consultancy Project (F6017C17) 15
Logistics and Distribution (F4006C17) 15	Fresh Produce (C5008C17) 15		Animal Product Processing (F5006C17) 15
Issues in Global Food Production (F4004C17) 15	Integrated Crop Management Systems (C5009C17) 15		Farm Business Operation and Planning (R5001C17) 15
	Sustainable Livestock Production Systems (A5006C17) 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** [Claire Robertson](#)

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.

You will:

- Develop an understanding of the systems of management for the various meat, milk and egg producing systems in the UK and EU and how these are impacted upon by changing legislation and consumer requirements.
- Identify the factors which influence the quality and safety of produce derived from farm animal production systems.
- Relate the requirements of farm animals to land type, building design, equipment and housing systems employed.

## 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

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

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:

- Determine the role and scope of management in the farm business.
- Prepare and interpret a set of farm management accounts.
- Assess the physical and financial performance of individual enterprises against published data.
- Identify the role and function of administrative methods and systems that are used 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.

## **Group Market Research Project**

**Year of study** 2  
**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** 2  
**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.

## **Farm Assurance and Quality**

**Year of study** 2  
**Code** F5003C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Mr Martin Anderson](#)

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** 2  
**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.

## **Professional Services in Farm Business Management**

**Year of study** 2

**Code** R5002C17

**Credits** 15

**Core/option** Core

**Module contact** [Martin Wilkinson](#)

The management of a farm business will from time to time require the input of specialist professionals. This module is designed to develop an awareness and approach in specific areas related to development (planning); taxation and law. While not expecting land and farm managers to have expertise in these areas of specialist professional advice, managers require sufficient understanding to appreciate when the services of professionals is needed.

The module focuses on the processes behind the various professional services, but in the context of the implications and consequences for the manager and management processes.

## **Sales and Customer Service**

**Year of study** 2

**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.

## **Marketing Communications**

**Year of study** 2

**Code** F5002C17

**Credits** 15

**Core/option** Option

**Module contact** [Mary Munley](#)

This module covers the issues, activities and planning involved in marketing ideas, products, places and services. The focus will be on selecting and combining the most appropriate and cost-effective methods and media into an integrated and coherent marketing communications strategy. It will evaluate branding and communications with emphasis on developing skills in planning, design, communication, internet and mobile technology. These skills will be particularly useful for placement employment.

## **Fresh Produce**

**Year of study** 2  
**Code** C5008C17  
**Credits** 15  
**Core/option** Option  
**Module contact** [Jim Monaghan](#)

The fresh produce sector of agriculture is fast moving, innovative and high value. The constant pressure to improve efficiency and come up with new crops has led to significant innovations and refinements in growing methods. The range of crops that make up fresh produce is wide covering root crops, leafy vegetables, bush fruit and tree fruit, giving a student a chance to consider very different approaches to growing and harvesting crops.

The purpose of this module is to develop a knowledge and understanding of the market requirements for fresh produce and how the production process can be manipulated to efficiently produce such products whilst taking account of effects on the environment, food safety and post harvest quality. The module will be of benefit to those students considering a career or placement in fresh produce production and of interest to those who may be involved in fresh produce buying/marketing.

## **Integrated Crop Management Systems**

**Year of study** 2  
**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** 2  
**Code** A5006C17  
**Credits** 15  
**Core/option** Option

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.

## Placement year

**Year of study** 3

**Core/option** Core

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

## Honours Research Project

**Year of study** 4

**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.

## Leadership and People Management

**Year of study** 4

**Code** R6016C17

**Credits** 15

**Core/option** Core

**Module contact** [Claire Toogood](#)

As prospective employees and managers in the business world, it is essential that students have an understanding of the effective management of people. This module is therefore designed to develop an understanding of human motivation and management style, the responsibilities of employer and employee and an appreciation of how to manage effective interpersonal relationships at work. This module is normally delivered post placement to build on placement experience, but may be studied pre-placement, referring to a student's pre-university or other work experience or in the case of Food Industry Technical Professionals accessing as an element of their Degree Level Apprenticeship, as an integrated element of their qualification.

## Supply Chain Management

**Year of study** 4  
**Code** F6014C17  
**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 global supply chains and explores the many factors required to create, operate and control supply chains efficiently, effectively and sustainably.

## **International Agri-Business**

**Year of study** 4  
**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.

## **Strategic Management**

**Year of study** 4  
**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.

## **Economic Policies**

**Year of study** 4  
**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.

## Management Consultancy Project

**Year of study** 4  
**Code** F6017C17  
**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.

This is an integrated module in which techniques and knowledge from earlier technical, production and marketing and business management modules are combined holistically. The aim is that the team brings together learning from earlier modules to create appropriate solutions to real "live" business scenarios.

Students will work in groups on the solution of a problem with, where possible, a live business.

## Animal Product Processing

**Year of study** 4  
**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.

## Farm Business Operation and Planning

**Year of study** 4  
**Code** R5001C17  
**Credits** 15  
**Core/option** Option  
**Module contact** [Wyn Morgan](#)

This module is designed for those students studying Agriculture with Farm Business Management and Agribusiness. It builds on the introductory techniques incorporated in Farm Business Management and Economics. Its aim is to ensure those students on the specialist Farm Business Management or Agribusiness route are able to fully appreciate the complex inter-relationships that exist within a farm budget, thus enabling them to understand the impact of changes on profit, cash and equity. It will also aim to equip the students with the necessary skills to allocate overhead costs to produce net margin for individual enterprises – thus allowing the decision of which enterprises are to be selected to include considerations beyond the scope of a marginal costing system. Finally the module will consider alternative means of expanding the farm business through the use of joint ventures.