



BSc (Hons) Agribusiness Management

UCAS code	DN41
Institution code	H12
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.
Start date	September 2024
Location	Harper Adams University campus (and location of work placement)*

The course

Whether your future is in farming itself, or in one of the many related business areas, this course gives you the depth of understanding and breadth of skills for assured decision making and confident, capable management.

Our BSc /BSc (Hons) Agribusiness Management is ideal for those who want to work in agriculture but want the potential to develop their opportunities right across the sector. This may include farm management, managing in agri-tech, agricultural haulage and supply chains, and the many organisations and businesses that make up the wider picture of of agriculture in the UK and internationally. Our integrated approach to agribusiness will equip you with the skills, knowledge and understanding specific to the agricultural sector and supplement this through the development of transferrable skills that will increase your career opportunities and potential.

You will experience a blend of academic and practical learning, with time spent on our own 500 hectare mixed farm, backed up with a fascinating range of events and activities that get you working alongside successful agribusinesses. You will try your hand at finding real-world solutions and meet leading industry experts from a range of sustainable, competitive agribusinesses, and you'll spend a transformative placement year working in industry.

Along with essential practical, technical skills you will also be learning invaluable soft skills that employers rate so highly, such as communication, team work, creativity, motivation and leadership. The modules that make up the degree are assessed in a variety of ways to allow you demonstrate your capabilities including real-world projects, team challenges, portfolios of achievements, business writing and research, and you will manage your learning with the support of focused, frequent feedback.

As you progress through your degree you will develop your capabilities in commercial thinking in the agribusiness sector, along with business planning, and management, and in your final year you'll be working at a strategic level. You'll develop a deep understanding of organisations and the roles within them and learn with the skills required for successful entrepreneurship too, preparing you to confidently take your next step into an agribusiness management career.

Duration

4 years (full-time) including a one-year work placement. A three-year programme is available for applicants with at least two years of 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 3 A Levels
- Students should typically be studying **2 subjects at A2 level** to be considered
- Applicants must have a minimum of **4 GCSEs at grade C/4 or above**, including English Language, Maths
- 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

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.

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 1	Year 2	Year 3	Year 4
Business Economics (R4007HF) 20	Selling, Negotiating and Networking (HF) 20	Placement year	Sustainability and Business Ethics (HF) 20
Running a Business (R4008HF) 20	Livestock Production for the Agribusiness Manager (C23) 20		Integrated Global Business (HF) 20
Academic Skills (R4009HF) 10	Crops and Fresh Produce Production for Agribusiness Managers (HF) 20		Strategic Leadership (HF) 20
International and Domestic Perspectives (R4010HF) 20	Managing People and Workplace Success (HF) 20		Entrepreneurship and Adaptive Management (HF) 20
Organisations and Markets (R4011HF) 20	Agribusiness Futures (HF) 20		Dissertation (HF) 40
Work and Wellbeing (R4012HF) 20	Options		
Enrichment Activities (R4013HF) 10	Managing Change (HF) 10		
	Agri-tech and Robotics in Agriculture (HF) 10		

Business Economics

Year of study 1

Code R4007HF

Credits 20

Core/option Core

Module contact [Dr Hairong Mu](#)

Business Economics introduces you to the 'Why?' of business and commerce and is the foundation for your understanding of the relationship between business and the wider economic environment. It introduces a different perspectives on economics, money, wealth, and gives the background and context for the study of business, exploring some of the most important and pressing questions of all; how do we generate wealth and who should benefit? Can we do it fairly and sustainably, and what does this mean for the future of businesses and the world of work?

This module is delivered alongside the module Running a Business to provide the underpinning learning behind the Kickstarter Project where students work in teams to develop solutions for external clients. It runs for the first part of year one and is provides an enjoyable, immersive, dynamic mix of leaning activity and socialising opportunities.

The delivery and student experience of the Kickstarter Project will be orientated towards the particular degree route. Those studying Agribusiness and Food Business will undertake projects within those subject areas, determined by the external client. Those studying Business Management will have an inherently wider choice.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Explain underlying concepts and principles of economic theories including those of classical economics and emergent thinking, and how these relate to business and organisations.
- Explain the role of Demand and Supply at the microeconomic level along with those of different market structure, and how these relate to business and organisations.
- Appraise economy-wide phenomena including inflation,(un)employment, and economic growth and decline.
- Calculate the Consumer Price Index (CPI) and the inflation rate.

- Review differences between economic approaches and priorities in the relationship between micro and macroeconomics.

Running a Business

Year of study	1
Code	R4008HF
Credits	20
Core/option	Core

Running a Business introduces you to the 'how' of daily business and commerce and is the foundation for your understanding of the practicalities of business management. The focus is on the immediate and present day-to-day business activity and environment, for example, decision making and how this is informed, adaptability, collaboration, communication, roles and responsibilities, performance and outcomes.

As part of the learning experience, you will investigate real life enterprises which are facing challenges in the ever-changing macro and micro environments and develop a solution, which is sustainable and appropriate for the firm.

This module is delivered alongside the module Business Economics to provide the underpinning learning behind the Kickstarter Project.

For the Kickstarter Project students must work in teams to develop solutions for external clients. It runs for the first part of year one and provides an enjoyable, immersive, dynamic mix of learning activity and socialising opportunities. The activity is undertaken in teams, however, students are assessed individually.

The delivery and student experience of the Kickstarter Project will be orientated towards the particular degree route. Those studying Agribusiness and Food Business will undertake projects within those subject areas, determined by the external client. Those studying Business Management will have an inherently wider choice.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Explain issues and challenges encountered in businesses operations and activities.
- Apply principles of business management to their project activities.
- Develop team-working skills with a focus on a collaborative approach.
- Appraise the relationship of the economic climate to everyday business and organisational activities.
- Propose a feasible solution to the project challenge that shows an awareness of commerciality, limitations and communication.

Academic Skills

Year of study	1
Code	R4009HF
Credits	10
Core/option	Core
Module contact	Emma Tappin

This is a module that no student can be without! By the end of the module you will walk away with the key skills you need for your time at university 'in the bag'. The module will support you to develop these essential academic skills which you will go on to use repeatedly throughout the duration of your degree programme. It will provide the foundation for all subject specific assessment and support you to become a more independent learner and develop confidence in your ability to complete the assessment process.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Develop competence and confidence in the use of basic academic skills including academic referencing, business report writing and argument formation.
- Identify appropriate relevant sources, selecting key information required to form a balanced

argument.

- Undertake reflective analysis on current academic study skills capability.
- Devise a plan for the development of these skills to maximise learning potential.

International and Domestic Perspectives

Year of study 1
Code R4010HF
Credits 20
Core/option Core
Module contact [Stephen Giles](#)

This module draws on Harper Adams' network of international partners and stakeholders to show you the incredible variety of experiences of business and work around the world and in your own home country. You will look at the role and power of different cultures and customs in defining what it means to do business, to be a worker, a manager, an entrepreneur. It will help you to develop a broad and critical world view, and provide a foundation for your employment in international organisations and contexts.

The main focus for Agribusiness and Food Business students relates your particular degree specialisms to the module content, though you will also look beyond this to give more context and make comparisons. Business Management students will explore widely across the subject area. The particular choice of countries included will be determined by the module leader and influenced by the availability of appropriate resources and enrichment activities.

Organisations and Markets

Year of study 1
Code R4011HF
Credits 20
Core/option Core
Module contact [Geoff Underwood](#)

This module will give you a broad understanding of businesses, organisations and the world or work through an exploration of different industries, their markets and sectors, and how organisations are created and develop within them. It will help you to give you some insight into possibilities for your future career paths and employment.

The main focus for Agribusiness Management and Food Business Management students is on industries and markets linked to your particular degree specialisms and their supply chains, though you will also look beyond this to give more context and make comparisons. Business Management students will explore markets and organisations across a wide range of industries which may in technology, energy, entertainment, construction, finance, tourism, aerospace, etc. The particular choice will be determined by the module leader and influenced by the availability of appropriate resources and enrichment activities.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Appraise the relationship between organisations and their markets through a comparative analysis
- Identify the factors that determine the nature and development of organisations and markets.
- Explain organisational structure and functions.

Work and Wellbeing

Year of study 1
Code R4012HF
Credits 20
Core/option Core
Module contact [Claire Toogood](#)

Work forms a significant part of our lives; it is important that we are able to manage our wellbeing at work, and that our work is meaningful to us. In this module you will look at the factors that affect people at work in a range of environments. You will review the laws, practices and approaches that can help to maintain employee wellbeing and productivity.

You will consider some basic employment legislation which employers have to follow. You will also look at examples of employers who do more than the minimum, and consider whether this benefits the business, their employees, and levels of wellbeing and productivity in the workplace.

You will develop an understanding of how to look after your own wellbeing when at work. You will consider how to support other people in the workplace too.

The main focus for Agribusiness Management and Food Business Management students is on how the module content relates to your particular degree specialisms, though you will also look beyond this to give more context and make comparisons. Business Management students will explore more widely across a range of contexts. The particular choice will be determined by the module leader and influenced by the availability of appropriate resources and enrichment activities.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Determine the factors that can affect employee wellbeing and productivity, for themselves and others, and summarise examples of these factors in the workplace.
- Identify and explain a range of business challenges currently affecting employers and employees, with critical consideration of potential solutions.
- Evaluate how to manage their own wellbeing, and that of others, in the workplace.
- Explain the basic employment laws that can help to protect employees and employers.

Enrichment Activities

Year of study 1
Code R4013HF
Credits 10
Core/option Core
Module contact [Geoff Underwood](#)

A range of enrichment activities and events will be arranged throughout the year that will help you to develop a wider and deeper perspective of the things that you learn on your course. This will help you to develop an idea of your own potential, the appeal of different career paths, and the potential of the world of business and organisations. The activities may include guest speakers, off-site visits, business simulations, skills-based games and challenges, short-courses and small-group learning. The particular choice will be determined by the module leader and availability.

This module comprises part of the students' academic and professional development programme.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Reflect on the developmental value of the enrichment activities with which they have engaged.
- Identify opportunities and activities for personal development.
- Identify opportunities and activities for career development.

Selling, Negotiating and Networking

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact [Mrs Rebecca Payne](#)

The focus of the module is to build upon the marketing and operational insights gained in your first year of

study and apply them to worked examples, case studies and exercises.

Through this module you will learn about the concepts of the customer value pyramid and how to create persona's of your consumers using data gathered from market research and analysed to generate a view of a target audience for marketing activity. Once this persona is in place you will work (in a project team) to design a campaign to raise brand awareness or shift market focus for a specified organisation. Having honed your B2C (business to consumer) skills you will shift focus to the skills required in the B2B business-to-business context – including learning how to pitch for business and then how to negotiate a deal once you have been selected as a preferred supplier.

Throughout each 'event' you will work as a team of business professionals, developing your portfolio for presentation at the end of each segment.

This module provides you with a focused set of commercial skills to in order that they you prepared for your work placement. Using four focused and real-world mini events, you will develop an understanding of the tools, frameworks and perspectives that will promote successful engagement with suppliers, clients, customers, and stakeholders. These transferable skills are fundamental for the effective operation and development of all businesses and organisations.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Develop a persona that represents a target audience for an organisation using market research undertaken by your team.
- Create a sample campaign across relevant media to illustrate your understanding of value pyramids and consumer behaviour.
- Respond to a negotiation challenge by creating a strategy, delivering results and evaluating success – with specific focus on the sustainability of the negotiation position adopted.
- Pitch for business, or pitch an idea to a stakeholder group and reflect on personal development as a presenter, persuader or influencer.

Livestock Production for the Agribusiness Manager

Year of study	2
Code	C23
Credits	20
Core/option	Core

This module is intended to give you an insight into the physical and financial performance of the five main livestock production systems operating within a UK setting, while at the same time being mindful of the importance of global influences. The module looks at primary production and extends beyond this to consider the wider business issues of the livestock supply chains and associated organisations to prepare you for a range of management roles across the agri-sector.

You will spend time on our own mixed farm learning.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Summarise the structure of the five main livestock sectors operating within the UK.
- Interpret the factors impacting on the gross margins and profitability within each of the livestock sectors.
- Explain the UK livestock sector's position within a global setting, focussing on import and export trends.
- Identify the factors affecting reproduction, lactation and growth in farmed livestock.
- Evaluate the importance of sustainable, environmentally sensitive approaches to livestock production within the UK and globally.

Crops and Fresh Produce Production for Agribusiness Managers

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact [Dr Andy Wilcox](#)

This module is designed to give the Agribusiness student the ability to explore the relationship between crop production techniques and the subsequent impact on the economic performance of the farm business. Social, economic and environmental implications will be covered to ensure that crops are produced in a way that will meet the demands of the supply chain through to the consumer. A range of UK grown crops will be covered from combinable arable crops, energy crops through to glasshouse fresh produce whilst demonstrating how these fit into global production and consumption. The relationship between crop production costs and the implication on farm profitability will be included in this module.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Identify the essential requirements for the establishment, growth, development and market requirements of a range of crops including grass and forage.
- Interpret crop production data to form a set of appropriate farm accounts.
- Recognise the importance of soil health and assess sustainable sources of crop nutrients.
- Identify and explain the impact of production techniques on economic performance.
- Discuss the impact of crop production techniques to the local and global environment.

Managing People and Workplace Success

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact [Claire Toogood](#)

Whatever your future aspirations, you will be working with people in your career. This module will equip you to understand what motivates people and what that tells us about how to manage others, and yourself, more effectively to deliver business solutions.

In this module the study of factors such as leadership and management, communication skills, teamwork, business practices and employment law will help you develop your skills as a manager. This will include consideration of developing working practices, international and cultural influences and environments, and recent changes in business and technology.

You will also consider how to manage yourself to develop a deeper understanding of your work preferences and behaviours. This will support you in your preparation for placement and your career.

This module comprises part of the students' Harper Forward academic and professional development programme.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Demonstrate skills and capability in people management.
- Evaluate the purpose of people management in the wider context of employment.
- Review the effectiveness of people management principles in the workplace.
- Self-evaluate their readiness for work (or placement as appropriate), demonstrating an understanding of challenges that might arise, and potential solutions.

Agribusiness Futures

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact [Simon Thelwell](#)

This module sets out to generate an awareness of the dynamic forces and other contemporary issues affecting agribusinesses operating in a national and international environment. This may include policy, economics, diversification and technology.

As a result of this module students can apply their knowledge and understanding to contribute to developing appropriate sustainable solutions and strategies for businesses to adapt to constantly changing market environments.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Demonstrate an awareness of the significant national and global issues affecting the operating environment for agribusiness.
- Evaluate impact of the above issues on individual businesses and associated supply chains
- Recommend appropriate solutions to ensure that the business is able to sustainably meet the challenges.

Managing Change

Year of study 2
Code HF
Credits 10
Core/option Option
Module contact [Nigel Hill](#)

This is an optional module available to all Harper Adams undergraduate students for whom the level of study is appropriate.

Change is constant and unavoidable, we will all experience multiple significant changes in our working and personal lives.

In this module you will review change management theory, the dynamic forces and contemporary issues driving change, and the impact of change. You will explore the subject of change through themed weeks and topics, which cover policy, economics, diversification and technology, from the impacts of localise drivers of change through to the world-scale events, e.g. wars, financial crisis, global pandemics etc.

You will reflect on how change affects individuals, as well as organisations and global economies, and develop strategies that you can apply in times of change in your future career.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Appraise the relationship between drivers, processes and outcomes of change and their potential impact on business and organisations.
- Evaluate the use of change management processes to manage and support effective change.
- Reflect on how individuals are affected by change.

Agri-tech and Robotics in Agriculture

Year of study 2
Code HF
Credits 10
Core/option Option
Module contact [James O'Mahony](#)

Robotics and automation can play a significant role in society meeting 2050 agricultural production needs. For six decades robots have played a fundamental role in increasing the efficiency and reducing the cost of industrial production and products. In the past twenty years, a similar trend has started to take place in agriculture, with GPS and vision-based self-guided tractors and harvesters already being available commercially. More recently, farmers have started to experiment with autonomous systems that automate or augment operations such as pruning, thinning, and harvesting, as well as mowing, spraying, and weed removal. In the fruit tree industry, for example, workers riding robotic platforms have shown to be twice as efficient as workers using ladders. Advances in sensors and control systems allow for optimal resource and integrated pest and disease management. This is just the beginning of what will be a revolution in the way that food is grown, tended, and harvested.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Identify the opportunities that robotics, application software and automation can bring to primary food production.
- Critically review the strengths and weaknesses of digital systems to be able to quantify the benefits.
- Suggest new areas where digital technology could be used and how this may be achieved.

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.

Sustainability and Business Ethics

Year of study 4

Code HF

Credits 20

Core/option Core

Module contact [Simon Thelwell](#)

This module aims to define what businesses are doing to adopt a more sustainable approach to business management. Students will examine a number of case studies, which will attempt to demonstrate how individual businesses are aligning their activities to address global sustainability challenges such as climate change, carbon reduction, energy and water scarcity and poverty reduction. This module also explores the subject of business ethics and the related concept of corporate social responsibility. The module assesses the business need for ethical practice, and examines the strategies through which ethical practices can become embedded. More practically, it is anticipated that students will be able to apply ethical theory and moral reasoning to successful sustainable management decision-making.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Appraise the major business environmental, economic and social factors and the extent to which these have an influence on the management of organisations
- Assess the impact of ethics and Corporate Social Responsibility on the management of organisations operating in an international environment
- Evaluate the alternative sustainable systems and management strategies for risk management adopted by organisations operating in the international environment.

Integrated Global Business

Year of study 4
Code HF
Credits 20
Core/option Core
Module contact [Geoff Underwood](#)

Integrated Global Business is delivered in conjunction with the module that follows it, Strategic Leadership, to provide the underpinning learning behind the Capstone Project.

Integrated Global Business facilitates the student's learning of the dynamics and relationships required for effective international business and commerce. It covers the foundations such as investment, finance and economics, as well as the operational aspects of managing in international contexts. It completes the journey that you started in year one, facilitating your development into a confident manager with a global outlook, aware of the human, cultural and functional elements of

The linked module Strategic Leadership concerns the actioning of proposed solutions and the development of the personal skills required to become a capable leader.

For the Capstone Project students must work in teams to develop solutions for external clients with an international focus. It runs for the whole of year four and is intended to provide an immersive and dynamic mix of enrichment activity and experiential learning. Where the first-year Kickstarter Project was an introduction to the fundamentals of business, the Capstone Project requires complex and integrated strategic decision-making across a comprehensive range of business function and operations. The activity is undertaken in teams, and students are assessed both for group-work and individually.

The delivery and student experience of the Capstone Project will be orientated towards the particular degree route. Those studying Agribusiness Management and Food Business Management will undertake projects within those subject areas, determined by the external client. Those studying Business Management will have an inherently wider choice.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Develop and evaluate strategies for international and global business.
- Critically appraise the suitability and appropriateness of international markets and associated business relationships.
- Apply the principles of international finance and economics to business planning and activities.
- Rationalise the integration of diverse organisational functions in the successful operation of an international business.
- Demonstrate cultural and political awareness, effective communication, stakeholder management and self-management in international relationships.

Strategic Leadership

Year of study 4
Code HF
Credits 20
Core/option Core
Module contact [Geoff Underwood](#)

Strategic Leadership follows from and is delivered in conjunction with the module Integrated Global Business to provide the underpinning learning behind the students' Capstone Project. Strategic Leadership concerns the transition of intent into action and the implementation of solutions through strategic thinking and the development of the personal leadership skills required to achieve this.

For the Capstone Project students must work in teams to develop solutions for external clients with an international focus. The project runs for the whole of the final year and provides an immersive and dynamic mix of enrichment activity and experiential learning. Where the first-year Kickstarter Project was an introduction to the fundamentals of business, the Capstone Project requires complex and integrated strategic decision making across a comprehensive range of business function and operations. The project is undertaken in teams and students are assessed individually for the Strategic Leadership component.

Where Integrated Global Business facilitates the students' learning of the dynamics and relationships

required for effective international business and commerce,

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Apply conceptual models to the real-world development and implementation of integrated strategies in organisational contexts.
- Make strategic decisions that include a variety of perspectives: commercial, international, ethical, sustainable.
- Develop personally effective styles and modes of leadership.

Entrepreneurship and Adaptive Management

Year of study 4
Code HF
Credits 20
Core/option Core

This module will introduce and embed the skills and understanding required for successful entrepreneurship and the launch and development of new businesses and enterprises. The skills and qualities required of entrepreneurs are also highly valued established businesses and this module makes that explicit link.

It is intended to support you in exploring a business idea with the goal to find out if the idea is a feasible business opportunity for you and allows you to apply this knowledge and develop or enhance your skills in research, pitching and presentation skills, in written and verbal form. These skills are essential for starting and running a business in as much as for working independently within an organisation as a manager.

In this module you will explore the role of entrepreneurship and small business management with the view of sustainable growth. You will investigate and explore how organisations form, then how they begin to evolve.

Finally, you will examine how the organisations, their customers and key stakeholders may change as organisations grow to become long term sustainable businesses. As part of the learning experience, you will investigate real life enterprises which are early in their growth to explore: how they started? What were the challenges? How will they grow? It will be an exciting journey and build upon the experience of your placement year.

Dissertation

Year of study 4
Code HF
Credits 40
Core/option Core
Module contact [Dr Hairong Mu](#)

The dissertation is where you will conduct a significant piece of research into a topic area of your choice. The reading and research will you do allows you to demonstrate your academic ability and also to indulge yourself in an area of particular personal interest.

You will have a dedicated academic helping you all the way as a research supervisor, supporting you to produce a research proposal along with a literature review which will be assessed on its own at the end of the first term. You will then conduct your research and analysis, developing a completed dissertation which you will submit submitted at the end of the second term.

The module will include tuition in research methods and analysis,

Alongside the tuition and supervision there are supporting activities such as a student research conference, opportunities to submit to an in-house journal, and in-depth preparation for students' specific career choices and post-university employment, achieved through targeted intensive small-group teaching and coaching. This will include engagement with industry professionals and specialists, and enrichment opportunities.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Use a review of literature, and other exploratory approaches, to locate a specific question, hypothesis or problem for investigation.
- Plan and ethically conduct primary research using methods that are appropriate to the research context and the nature of the issue under investigation.
- Present a coherent, logical and accessible project report that includes an analysis of complex data and presentation of results leading to defensible conclusions.
- Evidence the development of personal and professional capabilities aligned to career preferences and the subject area of the dissertation report.