



# Extended Foundation Degree Programme Business Management with Marketing

<b>UCAS code</b>	N1N5
<b>Institution code</b>	H12
<b>Duration</b>	4 to 5 years (full-time) including a one-year work placement
<b>Start date</b>	September 2019
<b>Location</b>	<a href="#">Harper Adams University campus</a> (and location of work placement)

## The course

Business courses appeal to students of all ages, interests and backgrounds, which is why we have such a diverse and vibrant community at Harper Adams. However, one thing they all have in common is a desire to learn more and gain a valuable qualification that will set them on their chosen career path, whether that be in general business management or marketing, or focussed on a particular sector.

Harper Adams is located in Shropshire, which has long been at the heart of the development of international trade. Ironbridge, just 20km from the university, and now a UNESCO world heritage site, was the birthplace of the Industrial Revolution. The subsequent development of the canal system enabled the distribution of international imports and exports from England's second city, Birmingham, including steel chains, jewellery, cars and chocolate.

Today, Shropshire and the West Midlands are home to a lively business community, with a vast range of urban and rural industries, and have easy access to the major centres of Europe and beyond, with Amsterdam, Paris and Geneva just one to two hours away by air.

The Extended Foundation Degree Programme Business route, which will take you through Year 0 onto a relevant foundation or bachelor's degree in Business, is the ideal starting place for your business and marketing career.

## Entry requirements

You must be at least 17½ years old, and have 6 GCSE passes at grade C/4 or above, to include English language, maths and science (or 5 GCSE passes at grade C/4 or above, to include English language, maths and science if you also have a level 3 qualification such as A level or BTEC) . The required GCSEs must be completed prior to application.

Suitable applicants will be invited to attend an interview where they will be able to discuss their course choice in more detail

## A-level entry requirements

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

# Teaching and learning

Eight specially selected modules in the first year will provide you with the academic and study skills you need to prepare for the rest of your higher education qualification. There are four entry routes to choose from, each of which, upon successful completion of the preparatory year, Year 0, will lead to a foundation or honours degree, depending on the percentage mark you pass with .

We have given examples of foundation or bachelor's degrees you could consider, but as long as you meet the required percentage mark, the specific work experience needed, and have studied the relevant modules at Year 0, you will be considered for many of our courses (subject to course manager's approval). You must pass all modules (earning 120 credits) to pass the first year.

## Assessment

Assessment is via a balance of coursework and examination. Weighting is typically 50 percent course work and 50 percent exams, although certain modules, such as Academic Skills are 100 percent coursework assessed.

# 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	40%	60%	0%	50%	0%	50%

Year 1	
Enterprise Studies (R3002C17)	15
Global Issues and their Business Impact (R3003C17)	15
Countryside Studies (C3002C17)	15
Food Studies (F3001C17)	15
Mathematics Applications and Statistics (E3002C17)	15
Information and Communication Technology (E3001C17)	15
Academic Skills (R3001C17)	15
Team Challenge (R3004C17)	15

## Enterprise Studies

**Year of study** 1  
**Code** R3002C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Mrs Rebecca Payne](#)

It is increasingly recognised that small businesses change the world and our economy. Such small businesses are present in many settings encountered by students and present graduates with excellent opportunities for taking their ideas and skills into the world through self-employment or as a means to launch innovative new products. This module provides students with the opportunity to discover first-hand what helps a new business (commercial, social enterprise or not-for-profit) succeed or fail by creating a live, fully functioning enterprise as a team.

You will find out what it takes to set up an enterprise and gain first-hand experience of managing "employees", marketing, salesmanship, e-commerce, accounting, and other important skills required for a successful enterprise. You will then manage the dissolution of your project in an appropriate and timely manner.

This practical module will underpin more theoretical business modules and planning tools that feature later in the degree programme. You will be encouraged to reflect upon your experiences and potential to inform your subsequent studies. You can opt to create a commercial, not-for-profit or social enterprise and so align this experience with your career or study aspirations.

You will:

- Assess the feasibility and viability of a new enterprise idea.
- Contribute to the planning, creation, implementation and termination of a new enterprise strategy.
- Undertake personal reflection of the skills and knowledge acquired and their value in future studies.

## Global Issues and their Business Impact

**Year of study** 1  
**Code** R3003C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Mrs Rebecca Payne](#)

This module aims to support the early development of critical thinking and synthesis by signposting students towards issues that will have a real and current impact upon businesses and their stakeholders.

You will be offered the opportunity to explore regional and global problems and their impact on the world's resources, the environment and human societies. You will spend much of your time later in your degree studies evaluating the impact of various political, economic, social, technological and environmental factors, both nationally and internationally in order to make judgements regarding the competitive environment within which businesses operate. This module underpins this progression and allows you an opportunity to explore the potential impact of identified and discussed issues without the requirement to develop solutions that fit a given business model.

The module is designed to give you an opportunity to explore and identify issues that may underpin organisational Corporate Social Responsibility (CSR) strategies you will study later in their degree programme.

You will:

- Summarise relevant sources of information on a pre-determined global issue.
- Identify key drivers of given dilemmas or challenges facing businesses.
- Present well-constructed and credible resources to communicate a viewpoint on a global issue in an engaging and appropriate format for the target audience.

## Countryside Studies

**Year of study** 1  
**Code** C3002C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Simon Irvin](#)

The aim of this module is to provide and develop students' interest in the countryside, and give you a broad introduction to ecology and to the different factors that may influence countryside decision making and management options. Consideration will be given to pertinent legislation, site designations, land use and conservation organizations.

You will develop a basic understanding of the factors that influence land use in the UK, both urban and rural, and through field visits be exposed to the different types of land use found in the UK today.

The identification and management of key habitat types will enable you to understand and appreciate the importance of integrating environmental, economic and social issues to create a sustainable countryside.

You will:

- Discuss the concepts of ecology, conservation and climate change.
- Identify and discuss the different land uses and changes which have occurred in the British Countryside.
- Identify and discuss the importance of evolution, food webs and chains, and the balance of plant and animal populations.
- Identify the principles and concepts of habitat management and their application to wildlife and landscape conservation.

## Food Studies

**Year of study** 1  
**Code** F3001C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Dr Wilatsana Posri](#)

Food is not only required to fulfil physical needs, but is also to satisfy human needs from both a quality and cultural perspective. This module aims to give you an understanding of the production and processing of food with the need for assured quality and safety throughout the supply chain. The module content will cover agriculture and food production systems, farm assurance, quality assurance, food safety management, including production of the major food groups such as eggs, milk and milk products, meat and meat products and products of yeast fermentation such as bread and beer.

You will:

- Describe principles of food safety and food quality assurance, including farm assurance schemes, quality control in food retailers and sensory evaluation for quality assurance and new product development.
- Explain the basic principles in food production, and exemplify the food supply chain and its requirements for quality from 'field to fork'.
- Draw on multiple sources of information to demonstrate an appreciation of the customer/consumer needs and expectations.

## Mathematics Applications and Statistics

**Year of study** 1  
**Code** E3002C17  
**Credits** 15  
**Core/option** Core

Numeracy skills are vital in Higher Education, and for future employment and life in general. Students on all Harper Adams' courses need the ability to process and interpret numerical data and present results effectively. This module aims to consolidate and improve these skills and improve your confidence in the use of mathematics. Some topics (percentages, statistics and graphs) link with the Information and Communication Technology module, being practised as spreadsheet exercises. The mathematical topics will be extensively applied to practical situations and higher education applications to facilitate achievement in your subsequent years of study.

You will:

- Select and apply mathematical principles to numerical, algebraic and analytical problems.
- Recognise and solve problems pertaining to space and shape applications.
- Recognise and solve problems pertaining to statistical and data handling problems.
- Recognise and solve problems pertaining to mechanical and accounting systems.

## Information and Communication Technology

**Year of study** 1  
**Code** E3001C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Mrs Kath Leigh](#)

This module develops your ability to use, adapt and apply ICT skills effectively to suit different purposes, through practical tasks. You need ICT skills, to use as a tool, to complete further studies and will, therefore, need to know how to find, develop and present information; recognise safe working practice; communicate effectively using electronic means; and manage files accurately.

You will:

- Manage data for easy retrieval and to minimise loss and demonstrate effective communication via electronic means.
- Design and develop structures and enter information; search for and find information; and integrate and present information using word processing software.
- Design and develop structures and enter information; search for and find information; and integrate and present information using presentation software.
- Design and develop structures and enter information; search for, find and develop information; and derive new information using spreadsheet software.

## Academic Skills

**Year of study** 1  
**Code** R3001C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Emma Tappin](#)

This module provides a grounding in the essential academic skills required to be effective during university study. The module will offer you a swift insight into expectations the university has in relation to report writing, good and poor academic practice, referencing, presentations and time-management, along with insights into revision and examination techniques. These skills will be developed throughout this module and are relevant to all areas of study in higher education.

You will:

- Produce well-constructed, correctly referenced written material using appropriate sources (e.g. journal articles, books and electronic sources).
- Demonstrate oral presentation techniques and effective use of visual aids.
- Develop the ability to give and receive feedback effectively.

## Team Challenge

**Year of study** 1  
**Code** R3004C17  
**Credits** 15  
**Core/option** Core  
**Module contact** [Emma Tappin](#)

This module aims to support the development of group working skills and capabilities required by you during your degree study and placement at Harper Adams University. You will gain a stronger insight into your individual team working skills through delivering group activities and tasks. This learning will benefit you both when undertaking group assignments for your degree but also whilst on placement with employers. You will undertake a series of tasks and challenges which allow you to test your skills in a supportive environment. The substantial assessed team challenge will be tailored to your subject interests. You will reflect on these experiences in order to develop stronger self-awareness and improve skills for use in your future academic careers.

You will:

- Develop awareness of team working skills and an individual's role in a team.
- Analyse subject related challenges and seek appropriate solutions through team working.
- Undertake personal reflection and increase self-awareness.