Module Specification

Part 1: Identification

Module Title	Applied Business Management					
Module Code	HANXKU-15-6		Level	6	Version	1.2
Department	Animal	Credit Rating	15	ECTS Credit Rating	7.5	
Contributes towards	BSc (Hons) Agriculture BSc (Hons) Animal Management (Level 6 Entry) BSc (Hons) Equine Management (Level 6 Entry) BSc (Hons) Equine Veterinary Nursing Science (Top up) BSc (Hons) Veterinary Nursing Science (SW) MSc Veterinary Physiotherapy BSc (Hons) Human-Animal Interaction					
Pre-requisites	None		Module Type	Standard		
Excluded Combinations	None		Module Entry requirements	None		
Last Major Approval Date	V1.0 1st September 2017		Valid from	1st September 2018		
Amendment Approval Date	V1.1- 17 January 2018 V1.2 – 31 August 2018		Revised with effect from	V1.1, V1.2 - 1st September 2018		

Part 2: Learning and Teaching

Learning Outcomes	On successful completion of this module students will be able to: 1 Demonstrate a knowledge and understanding of the environment within which small rural business management takes place (A). 2 Conduct an accurate and contemporary critical appraisal and evaluation of current small business management (A). 3 Identify and critically evaluate effective options to provide solutions to business problems in a specific context (A). 4 Design and present a business plan for a small rural business (A).
Syllabus Outline	1 Business organisation and its environment: organisational structure; legal format of business; analysis of industry sectors and related opportunities; entrepreneurship; small business development. 2 Management theory in practice: management and leadership theories. 3 Resource management: identification and appraisal of resources necessary to establish or maintain a business including sources of finance; financial statements. 4 Marketing management: market trends analysis; CRM; communications mix. 5 Human Resource Management: staff development and training, employment law.
Teaching and Learning Methods	***Learning*** A variety of learning strategies will be used which may include lectures, seminars, case studies, self-directed learning, and e-learning. Students will also be encouraged to develop skills associated with lifelong learning, to support progression within their degree programme. This will include directed study and additional reading. ***Virtual Learning Environment (VLE) (or equivalent)*** This module is supported by a VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from

	within a VLE.
Unistats Information	HEFCE require Unistats information to be produced at programme level for all undergraduate programmes of more than one year in length. These are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Expected learning hours for the module:					
Number of credits for this module				15	
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:		
Written exam assessment percentage		0%
Coursework assessment percentage		0%
Practical exam assessment percentage		100%
		100%

| Reading Strategy | Core material will be indicated to the student via pre-course material, module guides and through their accessing a dedicated VLE programme presence.

Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library catalogue, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature and wider professional sources.

Access and skills
Formal opportunities for students to develop their library and information skills are provided within the induction period and student skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered. |
|---|---|
| Indicative Reading List | The following list is offered to provide the Curriculum Approval Committee/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

- Blackwell, E. (Current Edition) *How to prepare a business plan*. London: Kogan Page. |

	• Bridge, S. and O'Neill, K. (Current Edition) *Understanding Enterprise: Entrepreneurship and Small Business*. Basingstoke: Palgrave. • Burns, P. (Current Edition) *Entrepreneurship and Small Business*. Basingstoke: Palgrave. • Carter, S. and Jones-Evans, D. (Current Edition) *Enterprise and Small Business*. Harlow: Prentice Hall. • Dyson, J. (Current Edition) *Accounting for Non-Accounting Students*. Harlow: FT Prentice Hall. • Lewis, P., Thornhil, A. and Saunders, M. (Current Edition) *Employee Relations: Understanding the employee relationship*. Harlow: Pearson Education Ltd. • Stokes, D. and Wilson, N. (Current Edition) *Small Business Management and Entrepreneurship*. London: Thomson. • Storey, D.J. (Current Edition) *Understanding the Small Business Sector*. London: Routledge. • Stutely, R. (Current Edition) *The Definitive Business Plan: The Fast Track to Intelligent Business Planning for Executives and Entrepreneurs*. London: Prentice Hall.

Part 3: Assessment

Assessment Strategy	The oral assessment offers students the chance to carry out market research in relation to a small business, utilising literature sources and theoretical concepts in order to forecast, present and defend a business plan. Students will be provided formative feedback throughout the module in lecture and seminar sessions in order to support the development of individual business plans. In line with the Institution's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.

Identify final assessment component and element	**Individual Oral Presentation**	
	A:	**B:**
% weighting between components A and B (Standard modules only)	100%	0%

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting**
1 Individual Oral Presentation (25 minutes)	100%

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting**
1 Individual Oral Presentation (25 minutes)	100%

If a student is permitted a retake of the module, the assessment will be that indicated by the Module Specification at the time that retake commences.

Module Amendment Log

Module Title:	Applied Business Management
Module Code:	HANXKU-15-6
Initial Approval Date:	1st September 2017

Changes:

Version 1.2

Current version number: 1.1	
Outline Change Details: Adopting new naming system for programmes	
Material Alteration: No	
Rationale: To reflect the Hartpury Academic Regulations	
Change requested by: Academic Registrar	
Signature: _Lucy Dumbell_	**Date**: 01 August 2018
Approval Committee and Date:	Curriculum Validation Committee 2018 08 31
Change approved with effect from:	01 September 2018
Resulting new version number:	1.2

Version 1.1

Rationale: Contributes toward details updated to include BSc (Hons) Human-Animal Interaction (SW), BSc (Hons) Human-Animal Interaction (Animal Assisted Therapy) (SW)	
Material Alteration: No	
Outline Change Details: As above	
Change requested by:	Jane Williams
CVC approval date:	17 January 2018
Change approved with effect from:	01 September 2018
New version number:	V1.1