

## Module Descriptor

Part 1: Basic Data					
Module Title	Applied Business Management				
Module Code	HANXKU-15-6	Level	6	Version	2.0
Credit Rating	15	ECTS Credit Rating	7.5		
Teaching Institution	Hartpury	Department	Animal and Agriculture	Module Type	Standard
Contributes towards	BSc (Hons) Agriculture BSc (Hons) Animal Training and Performance BSc (Hons) Canine Training and Performance BSc (Hons) Equestrian Sports Coaching BSc (Hons) Human-Animal Interaction MSc Veterinary Physiotherapy PG Dip Veterinary Physiotherapy				
Professional Accrediting Body	None	Module Entry requirements	None		
Pre-requisites	None	Excluded Combinations	None		
Most recent Validation Date	21 March 2022	Due for re-validation by	01 September 2027		
Amendment Approval Date		Approved with effect from	V2.0 - 01 September 2022		

Part 2: Module Content	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1 Demonstrate a knowledge and understanding of the environment within which small rural business management takes place (A).</li> <li>2 Conduct an accurate and contemporary critical appraisal and evaluation of current small business management (A).</li> <li>3 Evaluate the relevance of sustainability as a primary goal of business (A).</li> <li>4 Identify and critically evaluate effective options to provide solutions to business problems in a specific context (A).</li> <li>5 Design and present a business plan for a small rural business (A).</li> </ol>
Syllabus Outline	<ul style="list-style-type: none"> <li>• Business organisation and its environment: organisational structure; legal format of business; analysis of industry sectors and related opportunities; entrepreneurship; small business development.</li> <li>• Management theory in practice: management and leadership theories.</li> <li>• Resource management: identification and appraisal of resources necessary to establish or maintain a business including sources of finance; financial statements.</li> </ul>

	<ul style="list-style-type: none"> <li>• Sustainability and wellbeing in the context of a small business.</li> <li>• Marketing management: market trends analysis; CRM; communications mix.</li> <li>• Human Resource Management: staff development and training, employment law.</li> </ul>
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Part 3: Learning, Teaching and Assessment	
Description of Learning and Teaching	<p><b>Learning</b> 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.</p> <p><b>Virtual Learning Environment (VLE) (or equivalent)</b> 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.</p>
Resource Strategy	<p><b>Essential reading</b> Essential material will be indicated to the student via pre-course material, module guides and through their accessing a dedicated VLE presence. No requirement for the purchase of set text(s) will be made unless explicitly stated and students will have full access to library services, online applications, and inter-library loans.</p> <p><b>Further reading</b> 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.</p> <p><b>Access and skills</b> 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.</p>
Assessment Strategy	<p>This module will be assessed according to the approved Hartpury Academic Regulations including any specific regulations detailed within the student's programme specification.</p> <p>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.</p> <p>Students will be provided formative feedback throughout the module in lecture and seminar sessions in order to support the development of individual business plans.</p> <p>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.</p>

Identify final assessment component and element	A1	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100%</b>	<b>0%</b>
<b>First Sit</b>		
<b>Component A</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1 Oral Presentation with Questions (25 minutes)	100%	


Resit (further attendance at taught classes is not required)	
Component A Description of each element	Element weighting (as % of component)
1 Oral Presentation with Questions (25 minutes)	100%
If a student is permitted a retake of the module under the Academic Regulations, the assessment will be that indicated by the Module Specification at the time that retake commences.	

Part 4: Unistats Information													
Unistats Information	The Office for Students (OfS) 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:												
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours									
	150	36	114	0									
	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:												
		<table><tr><td>Total assessment of the module</td><td>Percentage</td></tr><tr><td>Written Examination (Written Examination / Written Test)</td><td>0%</td></tr><tr><td>Coursework (Coursework / Report / Portfolio)</td><td>0%</td></tr><tr><td>Practical Examination (Oral Assessment)</td><td>100%</td></tr><tr><td>Total</td><td>100%</td></tr></table>		Total assessment of the module	Percentage	Written Examination (Written Examination / Written Test)	0%	Coursework (Coursework / Report / Portfolio)	0%	Practical Examination (Oral Assessment)	100%	Total	100%
Total assessment of the module	Percentage												
Written Examination (Written Examination / Written Test)	0%												
Coursework (Coursework / Report / Portfolio)	0%												
Practical Examination (Oral Assessment)	100%												
Total	100%												

## Module Amendment Log

<b>Module Title:</b>	Applied Business Management
<b>Module Code:</b>	HANXKU-15-6
<b>Initial Approval Date:</b>	01 September 2017

### Approved Module Changes (most recent at the top):

<b>Current version number:</b> 1.3	
<b>Outline Change Details:</b>	
<ol style="list-style-type: none"> <li>1. Document amended to meet requirements of new 2022 template.</li> <li>2. Addition of a LO and associated syllabus content to reflect the importance of promoting sustainable business plans</li> <li>3. Part one: 'contributes towards' updated - BSc (Hons) Canine Training and Performance and BSc (Hons) Equestrian Sports Coaching added; BSc (Hons) Animal Management (Level 6 entry), BSc (Hons) Equine Management (Level 6 entry) removed.</li> </ol>	
<b>Material Alteration:</b> No	
<b>Rationale:</b>	
Module aligned to Hartpury academic curriculum framework.	
<b>Module description for Course Marketing Purposes:</b>	
Understand the essential operations of a small business, including, organisational culture and marketing.	
<b>Change requested by:</b> Laura-Jayne Roberts	
I can confirm that all programme managers have been consulted and support this change I can confirm that student representatives have been consulted about this change I have retained evidence of this consultation which has been placed in the Module File	
<b>Signature:</b>	<b>Date:</b> 29/10/2021
<b>Name of Head of Department:</b> Catherine Porter	
<ul style="list-style-type: none"> <li>• I confirm that this change does / does not require additional resources beyond the scope of those already present or planned for by the department, and have / have not included a completed Resource Impact and Authorisation Form</li> <li>• I can confirm that this change does require a change to the HECOS code</li> </ul>	
	
<b>Signature:</b>	<b>Date:</b> 01/11/2021
<b>Approval Committee and Date:</b>	Refresh Approval Panel action 2022 03 21
<b>Change approved with effect from:</b>	01 September 2022
<b>Resulting new HECOS code:</b>	100523 Animal Science
<b>Resulting new version number:</b>	2.0

<b>Current version number:</b> 1.2	
<b>Outline Change Details:</b>	
New programme added to 'Contributes towards' BSc (Hons) Animal Training and Performance  Removed from contributes towards BSc (Hons) Equine Veterinary Nursing Science (Top up) BSc (Hons) Veterinary Nursing Science	
<b>Material Alteration:</b> No	
<b>Rationale:</b> The development of the new BSc (Hons) Animal Training and Performance programme led to the contributes towards being reviewed and updated to ensure they are accurate.	
<b>Change requested by:</b> Lucy Dumbell	
N/A I can confirm that all programme managers have been consulted and support this change	

N/A I can confirm that student representatives have been consulted about this change	
N/A I have retained evidence of this consultation which has been placed in the Module File	
<p style="text-align: center;"><i>Lucy Dumbell</i></p>	
<b>Signature:</b>	<b>Date:</b> 19/06/2019
<b>Name of Head of Department: Jane Williams</b> I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department	
<b>Signature:</b>	<b>Date:</b> 25/06/2019
<b>Approval Committee and Date:</b>	CVC 2019 07 09
<b>Change approved with effect from:</b>	1 September 2020
<b>Resulting new version number:</b>	1.3

#### Version 1.2

<b>Current version number:</b> 1.1	
<b>Outline Change Details:</b> Adopting new naming system for programmes	
<b>Material Alteration:</b> No	
<b>Rationale:</b> To reflect the Hartpury Academic Regulations	
<b>Change requested by:</b> Academic Registrar	
<p style="text-align: center;"><i>Lucy Dumbell</i></p>	
<b>Signature:</b>	<b>Date:</b> 01 August 2018
<b>Approval Committee and Date:</b>	Curriculum Validation Committee 2018 08 31
<b>Change approved with effect from:</b>	01 September 2018
<b>Resulting new version number:</b>	1.2

#### Version 1.1

<b>Rationale:</b> Contributes toward details updated to include BSc (Hons) Human-Animal Interaction (SW), BSc (Hons) Human-Animal Interaction (Animal Assisted Therapy) (SW)	
<b>Material Alteration:</b> No	
<b>Outline Change Details:</b> As above	
<b>Change requested by:</b>	Jane Williams
<b>CVC approval date:</b>	17 January 2018
<b>Change approved with effect from:</b>	01 September 2018
<b>New version number:</b>	1.1

<b>Initial HECOS code:</b>	100078 Business and Management
<b>Initial module description for Course Marketing Purposes:</b> Understanding how animal businesses are managed within their industry with regard to the development of business and the ethical considerations	