HARTPURY UNIVERSITY

Module Descriptor

Part 1: Basic Data						
Module Title	Farm Business Management and Agricultural Policy					
Module Code	HAGV78-30-5		Level	5	Version	4.0
Credit Rating	30		ECTS Credit Rating	15		
Teaching Institution	Hartpury	Department	Agriculture	Module Type	Standard	
Contributes towards	BSc (Hons) Agriculture BSc (Hons) Agriculture with Crop Science BSc (Hons) Agriculture with Livestock Science					
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	V4.0 – 07 March 2023		Approved with effect from	V3.0 – 01 September 2022 V4.0 – 01 September 2023		

Part 2: Module Content	
Learning Outcomes	On successful completion of this module students will be able to: 1. Review the business factors and analyse the decision making processes involved in farm business managment. (B) 2. Evaluate and implement farm record keeping systems, including the nature and role of financial and physical records. (B) 3. Critically analyse farm production and economic performance and determine management strategies which could promote improvement. (B) 4. Optimise farm resources and test farming objectives through the application of analysis, planning and control techniques. (B) 5. Analyse the impact of current environmental policy and legislation on agriculture, rural land and livestock management. (A, B) 6. Identify relevant grants and grant application opportunities available within agriculture. (A) 7. Integrate agricultural policy effectively to design farm business management plans. (B) 8. Evaluate likely future trends in environmental policy and farm business management techniques. (A)
Syllabus Outline	This module provides an introduction to the principles of business management and how they are applied to the modern agricultural business, including: • Risk management and planning, sources/types of risk (e.g. climate risk, waste and pollution risk, price risk, income risk), controlling risk, SWOT analysis, management strategies, UK and globally

	• Marketing: legal aspects of marketing, marketing strategies, price risk, marketing alternatives, futures and hedging. • Human resources including: job analysis and description, recruitment process, employment contracts,staff development and wellbeing of self, colleagues and staff, the benefits of a diverse work force and recognition of diverse role models in the industry. • Human behaviour change within the agricultural industry: adapting to an evolving workforce and customer base. • Financial management including: data collection (physical and financial), budgetting, accounting, sensitivity analysis and performance measurement. • Farm business management: enterprise choice, resource assessment (land, labour, capital, finance, natural resources), business types, small businesses, setting objectives, internal and external influences on a business, record keeping. • Decision making in the farm business and analysis of key decision areas: criteria for measuring business performance and identifying strengths and weaknesses, key performance indicators (KPI's), benchmarking, investigating and assessing ways for improvement of farm performance and the application and monitoring of key strategies implemented. • Principles and processes of change management. • The interaction of the farm business in the locallity providing social and natural capital: food, employment, environment, carbon capture, flood mitigation. • Agricultural policy including: pollution of resources, waste management, biodiversity changes in the UK, protection of landscape and cultural heritage, legislation of public access, grant availability and application, animal welfare legislation, health and safety policies, CAP operation and reform, Cross Compliance and sustainability of land management and resources.

Part 3: Learning, Teaching and Assessment	
Description of Learning and Teaching	In addition to the contact time for the module, students will be expected to carry out independent study to support their knowledge and understanding of the subject. Industry relevant visits and guest speakers will be used in the module to support students to further develop their skills in business planning (both tactical and strategic), benchmarking and accounting. For example, students may attend the Three Counties Farming Conference, where they will be given opportunities to engage in debate. During the module students are required to work in groups to develop their skills including creating and evaluating business plans, risk mitigation strategies and the farm recruitment process (including interviewing, assessing applicant performance and providing constructive feedback). **Scheduled learning may** include lectures, seminars, tutorials, demonstrations, practical classes, group project work and workshops, external visits, guest speakers. **Independent learning** includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make. **Virtual Learning Environment (VLE)** This specification is supported by Moodle where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.

Resource Strategy	**Essential reading** 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. **Further reading** 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.
Assessment Strategy	This module will be assessed according to the approved Hartpury Academic Regulations including any specific regulations detailed within the student's programme specification. The module is assessed through an open material written examination and oral presentation with questions. The examination will test students' broader understanding of policy and management techniques. The presentation will allow the student to demonstrate knowledge and understanding of the subject matter in order to meet the learning outcomes, as well as displaying wider communication and numeracy skills. Students will be supported to build business plans within seminar and tutorial sessions with verbal formative feedback given by tutors and peers which will also allow reflection on personal performance. The oral presentation panel is likely to include industry representatives therefore students are encouraged to discuss their plans with industry during industry engagement opportunities embedded in this module. Examination support will be provided via VLE and review of exemplar questions and answers during seminars. Students are expected to gather relevant resources to support the open book examination throughout the module with tutor guidance provided. 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	A1	
% weighting between components A and B (Standard modules only)	**A:** **40%**	**B**: **60%**

First Sit	
Component A **Description of each element**	**Element weighting** **(as % of component)**
1. Open-Material Written Examination (2 hours)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Oral Presentation with Questions (45 minutes)	100%

Resit (further attendance at taught classes is not required)	
Component A **Description of each element**	**Element weighting** **(as % of component)**
1. Open-Material Written Examination (2 hours)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Oral Presentation with Questions (45 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
300	96	204	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:

Total assessment of the module	Percentage
Written Examination (Written Examination/ ~~Written Test)~~	40%
Coursework (Coursework / Report / Portfolio)	0%
Practical Examination (P~~ractical Skills Examination /~~ ~~Practical Skills Assessment /~~ Oral Assessment)	60%
Total	100%

Module Amendment Log

Module Title:	Farm Business Management and Agricultural Policy
Module Code:	HAGV78-30-5
Initial Approval Date:	01 September 2017

Approved Module Changes (most recent at the top):

Current version number: 3.0

Outline Change Details:
Part 1: BSc (Hons) Agriculture with Crop Science and BSc (Hons) Agriculture with Livestock Science added to 'contributes towards' (programme name changes).
Part 2: Added elements to the Syllabus Outline (Human behaviour change, KPIs and change management) to ensure that their coverage is explicitly detailed.

Material Alteration: No

Rationale:
Whilst the added content has been delivered it was not always clear to students that these would be covered in the module.

Module description for Course Marketing Purposes:
This module provides you with an introduction to the principles of business management and how they are applied to the modern agricultural business. This will enable you to plan and manage staffing, capital and resource use on the farm, and prepare effective budgets and business plans for the future development of the business. In addition, it will allow you to consider the legislative and policy boundaries that the modern farmer has to work within, enabling them to understand, manage and plan within guidelines and offer consultation to others.

Change requested by: Philip Watson

- / 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

Signature: **Date**: 13/01/2023

Name of Head of Department: Wanda McCormick

- I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department, and have not included a completed Resource Impact and Authorisation Form
- I can confirm that this change does not require a change to the HECOS code

Signature: **Date**: 13/01/2023

Approval Committee and Date:	CVC Chair's action 2023 03 07
Change approved with effect from:	01 September 2023
Resulting HECOS code:	100517 Agriculture
Resulting new version number:	4.0

Current version number: 2.0

Outline Change Details:

1. Document amended to meet requirements of new 2022 template.
2. Amendments made to the syllabus wording to enforce where key principles are covered and to Part three to include group work as a learning activity

Material Alteration: No

Rationale:

1. Module aligned to Hartpury academic curriculum framework.
2. In line with the refresh process, changes have been made to syllabus to identify key principles of research, graduate attributes and sustainable development that are delivered within the module.

Module description for Course Marketing Purposes: This module provides you with an introduction to the principles of business management and how they are applied to the modern sustainable agricultural business. This will enable you to plan and manage staffing, capital and resource use on the farm, and prepare effective budgets and business plans for the future sustainable development of the business. In addition, it will allow you to consider the legislative and policy boundaries that the modern farmer has to work within, enabling them to understand, manage and plan within guidelines and offer consultation to others.

Change requested by: Philip Watson

√ 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

Signature: **Date**: 06/10/2021

Name of Head of Department: Wanda McCormick

- I confirm that this change 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
- I can confirm that this change does not require a change to the HECOS code

Signature: **Date**: 21/01/2022

Approval Committee and Date:	Refresh Approval Panel action 2022 03 21
Change approved with effect from:	01 September 2022
Resulting new HECOS code:	100517 Agriculture
Resulting new version number:	3.0

Current version number: 1.2

Outline Change Details:

Section 2 Learning and Teaching

Changes to the assessment component that assess the individual learning outcomes.

1. Review the business factors and analyse the decision making processes involved in farm business managment. (B)
2. Evaluate and implement farm record keeping systems, including the nature and role of financial and physical records. (B)
3. Critically analyse farm production and economic performance and determine management strategies which could promote improvement. (B)
4. Optimise farm resources and test farming objectives through the application of analysis, planning and control techniques. (B)
5. Analyse the impact of current environmental policy and legislation on agriculture, rural land and livestock management. (A, B)
6. Identify relevant grants and grant application opportunities available within agriculture. (A)
7. Integrate agricultural policy effectively to design farm business management plans. (B)
8. Evaluate likely future trends in environmental policy and farm business management techniques. (A)

Unistats Information

Increase of teaching hours to 96 to incorporate the academic tutor time and reduce the independent study by 24 hours.

Changes to the weighting for the assessment components to reflect increased number of learning outcomes being assessed in component B

Component A 40%

Component B 60%

Part Three – Assessment
Changes to the weighting for each component and changes to the time elements for both assessment components.
Written examination reduced to 2 hours and oral presentation increased to 45 minutes

Parts 2 and 3 updated in line with current module template

Material Alteration: Yes and is accompanied by the relevant programme specifications

Rationale: The proposed changes would allow the students to analyse farm performance data and construct their presentation based on their findings and to prepare strategies and management techniques that would help to improve both the physical and the financial performance of the farm business. Then within the presentation there would be time for the assessor to question the students upon their chosen strategies and provide students with the opportunity to defend their strategy and the proposed performance change. To support the students in the oral presentation, the proposal is to allow the students access to the farm data four weeks prior to the presentation date. this will allow them to scrutinise and develop their strategies and techniques prior to the oral presentation. As part of the oral presentation assessment, the students will be required to submit their presentation one week prior to their date of presentation to allow the assessor to review their strategies and develop the line of questioning for the presentation.

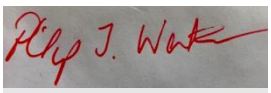
With the changes in the learning outcomes and the additional elements within the oral presentation it is proposed that the presentation length is changed from 30 minutes to 45 minutes as this would facilitate the opportunity for increased presentation time and more importantly increased time for assessors to question around the strategies and management techniques proposed. To facilitate this the written exam would be reduced from three hours to two hours in length.

The written examination would remain as an open book exam and would focus more on the agricultural policy elements of the module, particularly around the future trends and changes as UK agriculture moves away from The European Union and develops its own environmental and animal welfare legislation, Government support strategies and codes of practice.

The inclusion of additional 24 hours of teaching time to incorporate the academic tutor time would allow for directed skills development at level 5 that supports all modules and all students in this compulsory module.

Change requested by: Phil Watson

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

Signature:  **Date**: 08/12/2020

Name of Head of Department: Dr Wanda McCormick

I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department

Signature: **Date**: 06/01/2021

Approval Committee and Date:	CVC 2021 01 27
Change approved with effect from:	01 September 2021
Resulting new version number:	2.0

Current version number: 1.1	
Outline Change Details: 03/07/2019 – typographical correction to assessment element weightings	
Change approved with effect from:	01 September 2019

Resulting new version number:	1.2

Current version number: 1.0	
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**: **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:	1.1

Initial HECOS code:	100517 Agriculture
Initial module description for Course Marketing Purposes: This module provides you with an introduction to the principles of business management and how they are applied to the modern agricultural business. This will enable you to plan and manage staffing, capital and resource use on the farm, and prepare effective budgets and business plans for the future development of the business. In addition, it will allow you to consider the legislative and policy boundaries that the modern farmer has to work within, enabling them to understand, manage and plan within guidelines and offer consultation to others.	