

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Applied Business Management				
Module Code	UINXKU-15-3	Level	3	Version	1
Owning Faculty	Hartpury	Field	Animal and Land Science		
Contributes towards	BSc (Hons) Animal Management (Top up) BSc (Hons) Equine Veterinary Nursing Science (Top up) BSc (Hons) Veterinary Nursing Science (SW) MSc Veterinary Physiotherapy				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co-requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
Valid From	01 September 2013		Valid to	01 September 2019	

CAP Approval Date	30 May 2013 (HLS), 11 June 2013 (HAR)
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1 Demonstrate a knowledge and understanding of the environment within which small rural business management takes place (A, B). 2 Conduct accurate and contemporary appraisal and evaluation of current small business management (A, B). 3 Plan and evaluate business activities within the limitation given by a portfolio and stated criteria (A). 4 The ability to design a business plan for a small rural business (A). 5 Communicate technical information effectively and confidently to a range of audiences (A, B). 6 Display the potential for competence, behaviour and attitudes required in a professional career by identifying and working towards targets for personal, academic and career development.
Syllabus Outline	<ol style="list-style-type: none"> 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.
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Contact Hours	<p>Indicative delivery modes:</p> <ol style="list-style-type: none"> 1 Each week students can expect a one hour lead lecture. These lead lectures will be focusing on generic business concepts and running small rural business. 2 In addition students will attend a two hour seminar. These seminars will help students apply theoretical concepts to their subject area and evaluate current business activities, and also offer the chance for critical discussion. 																		
Teaching and Learning Methods	<p>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.</p> <p>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.</p>																		
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <p>Key Information Set - Module data</p> <p><i>Number of credits for this module</i> 15</p> <table border="1" data-bbox="437 1061 1437 1245"> <thead> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a:</p> <ol style="list-style-type: none"> 1 <i>Written Exam:</i> Unseen written exam, open book written exam, in-class test. 2 <i>Coursework:</i> Written assignment or essay, report, dissertation, portfolio, project. 3 <i>Practical Exam:</i> Oral Assessment and/or presentation, practical skills assessment, practical exam. <p>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:</p> <p>Total assessment of the module:</p> <table data-bbox="437 1733 1082 1868"> <tr> <td>Written exam assessment percentage</td> <td style="border: 1px solid black; text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="border: 1px solid black; text-align: center;">25%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="border: 1px solid black; text-align: center;">75%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Written exam assessment percentage	0%	Coursework assessment percentage	25%	Practical exam assessment percentage	75%		100%
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Reading Strategy	<p>Any essential reading will be indicated clearly, along with the method for accessing it. Students do not need to purchase a set text, and all essential readings are available in the Library. Module guides will also reflect the range of reading to be carried out.</p> <p>Further independent reading is advisable for this module, and students will be encouraged to explore at least one of the titles held in the library on this topic. A current list of such titles will be given in the module handbook and revised annually.</p> <p>For further information and guidance on the concept and practicalities of adopting Reading Strategies please consult the following web page: http://www1.uwe.ac.uk/library/usingthelibrary/teachingstaff/readingstrategies.aspx</p>
Indicative Reading List	<p>The following list is offered to provide validation panels/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, including the module guide.</p> <ul style="list-style-type: none"> • Blackwell, E. (Current Edition) <i>How to prepare a business plan</i>. London: Kogan Page. • Bridge, S. and O'Neill, K. (Current Edition) <i>Understanding Enterprise: Entrepreneurship and Small Business</i>. Basingstoke: Palgrave. • Burns, P. (Current Edition) <i>Entrepreneurship and Small Business</i>. Basingstoke: Palgrave. • Carter, S. and Jones-Evans, D. (Current Edition) <i>Enterprise and Small Business</i>. Harlow: Prentice Hall. • Dyson, J. (Current Edition) <i>Accounting for Non-Accounting Students</i>. Harlow: FT Prentice Hall. • Lewis, P., Thornhil, A. and Saunders, M. (Current Edition) <i>Employee Relations: Understanding the employee relationship</i>. Harlow: Pearson Education Ltd. • Stokes, D. and Wilson, N. (Current Edition) <i>Small Business Management and Entrepreneurship</i>. London: Thomson. • Storey, D.J. (Current Edition) <i>Understanding the Small Business Sector</i>. London: Routledge. • Stutely, R. (Current Edition) <i>The Definitive Business Plan: The Fast Track to Intelligent Business Planning for Executives and Entrepreneurs</i>. London: Prentice Hall.

Part 3: Assessment	
Assessment Strategy	<p>The assignment will allow students to investigate a complex topic from the small rural business. This assessment will allow students to develop their academic writing skills and use of literature sources based on a formative approach.</p> <p>The oral assessment offers students the chance to present a business plan and demonstrate their understanding on all main functional areas within a business.</p> <p>In line with the College'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.</p>
Identify final assessment component and element	Individual Oral Presentation.

% weighting between components A and B (Standard modules only)	A:	B:
	75%	25%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1 Individual Oral Presentation (20 minutes)	100%	
Component B Description of each element	Element weighting	
1 Written Assignment (1000 words)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1 Individual Oral Presentation (20 minutes)	100%	
Component B Description of each element	Element weighting	
1 Written Assignment (1000 words)	100%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		