

## MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Applied Business Management				
Module Code	UINXKU-15-3	Level	3	Version	2.0
Owning Faculty	Hartpury	Field	Animal and Land Science		
Contributes towards	BSc (Hons) Agriculture BSc (Hons) Animal Management (Level 6 entry) BSc (Hons) Animal Training and Performance BSc (Hons) Animal Training and Performance (Level 6 entry) BSc (Hons) Equine Management (Level 6 entry) BSc (Hons) Human-Animal Interaction BSc (Hons) Human-Animal Interaction (with Integrated Placement Year) 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	
First CAP Approval Date	30 May 2013 (HLS), 11 June 2013 (HAR)		Valid From	01 September 2013	
Revision CAC Approval Date	V1.1- 07 July 2016 V1.2- 28 March 2017 V2.0- 27 January 2021		Revised with effect from	V1.1 01 September 2016 V1.2 01 September 2017 V2.0 01 September 2020	

<b>Review Date</b>	01 September 2022
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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"> <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 Identify and critically evaluate effective options to provide solutions to business problems in a specific context (A).</li> <li>4 Design and present a business plan for a small rural business (A).</li> </ol>

Syllabus Outline	<ol style="list-style-type: none"> <li>1 Business organisation and its environment: organisational structure; legal format of business; analysis of industry sectors and related opportunities; entrepreneurship; small business development.</li> <li>2 Management theory in practice: management and leadership theories.</li> <li>3 Resource management: identification and appraisal of resources necessary to establish or maintain a business including sources of finance; financial statements.</li> <li>4 Marketing management: market trends analysis; CRM; communications mix.</li> <li>5 Human Resource Management: staff development and training, employment law.</li> </ol>																		
Teaching and Learning Methods	<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>																		
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><b>Key Information Set - Module data</b></p> <p><i>Number of credits for this module</i> <span style="float: right; border: 1px solid black; padding: 2px;">15</span></p> <table border="1" data-bbox="448 1122 1453 1308"> <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"> <li>1 <i>Written Exam:</i> Unseen written exam, open book written exam, in-class test.</li> <li>2 <i>Coursework:</i> Written assignment or essay, report, dissertation, portfolio, project.</li> <li>3 <i>Practical Exam:</i> Oral Assessment and/or presentation, practical skills assessment, practical exam.</li> </ol> <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="448 1798 1091 1921"> <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;">0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="border: 1px solid black; text-align: center;">100%</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	0%	Practical exam assessment percentage	100%		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:  <a href="http://www1.uwe.ac.uk/library/usingthelibrary/teachingstaff/readingstrategies.aspx">http://www1.uwe.ac.uk/library/usingthelibrary/teachingstaff/readingstrategies.aspx</a></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"> <li>• Blackwell, E. (Current Edition) <i>How to prepare a business plan</i>. London: Kogan Page.</li> <li>• Bridge, S. and O'Neill, K. (Current Edition) <i>Understanding enterprise: entrepreneurship and small business</i>. Basingstoke: Palgrave.</li> <li>• Burns, P. (Current Edition) <i>Entrepreneurship and small business</i>. Basingstoke: Palgrave.</li> <li>• Carter, S. and Jones-Evans, D. (Current Edition) <i>Enterprise and small business</i>. Harlow: Prentice Hall.</li> <li>• Dyson, J. (Current Edition) <i>Accounting for non-accounting students</i>. Harlow: FT Prentice Hall.</li> <li>• Lewis, P., Thornhil, A. and Saunders, M. (Current Edition) <i>Employee relations: understanding the employee relationship</i>. Harlow: Pearson Education Ltd.</li> <li>• Stokes, D. and Wilson, N. (Current Edition) <i>Small business management and entrepreneurship</i>. London: Thomson.</li> <li>• Storey, D.J. (Current Edition) <i>Understanding the small business sector</i>. London: Routledge.</li> <li>• Stutely, R. (Current Edition) <i>The definitive business plan: the fast track to intelligent business planning for executives and entrepreneurs</i>. London: Prentice Hall.</li> </ul>

<b>Part 3: Assessment</b>		
<b>Assessment Strategy</b>	<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>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.</p>	
Identify final assessment component and element	A1	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	100%	0%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b>
1	Individual Oral Presentation (25 minutes)	100%
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b>
1	Individual Oral Presentation (25 minutes)	100%
If a student is permitted an <b>EXCEPTIONAL RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.		