



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic data					
Module title	Farm Management				
Module code	UILXP6-15-1	Level	1	Version	2
Owning faculty	Hartpury	Field	Animal & Land Science		
Contributes towards	FdA Agricultural Business Management FdSc Agriculture				
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 2014		Valid to	01 September 2020	

CAP approval date	27 January 2014
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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 an understanding of those factors influencing the effective use of resources (A). 2 Review the main economic and market forces having an influence on UK farming (A). 3 Discuss the financial planning of a land based farm or estate and its systems for budgetary control (A). 4 Interpret farm or estate accounts and related business records, and recommend relevant alternative strategies for a specific farming business or enterprise situation (A). 5 Develop a marketing strategy for a range of crop and livestock enterprises (A). 6 Analyse and interpret numerical and financial data (A).
Syllabus outline	<ol style="list-style-type: none"> 1 Business objectives: profit maximising, optimising and satisfying behaviour; owners and managers; the broader stakeholders. 2 Resource planning: resource appraisal; enterprise mix. 3 Managing profit and loss: gross margins for crops and livestock enterprises; the treatment of fixed costs; whole farm comparative analysis; partial and break-even budgets; pricing issues; whole farm budgets. 4 Managing cashflow: basic cashflow budgeting; analysis and interpretation of cashflow spreadsheets; types and sources of corporate and project finance. 5 Understanding the balance sheet: the structure of the balance sheet; the difficulties of valuations for the rural business; liquidity and working capital; calculating the net worth of the business. 6 Interpretation of Accounts: key financial ratios; solvency, liquidity, and profitability; stock exchange figures.

	<p>7 Introduction to Agricultural Economics and Policy; structure of markets and production; co-operatives; import and export; regional and global pressures; benchmarking.</p> <p>8 Principles of marketing; marketing mix, pricing, customer relations. Direct selling, selling at auction, selling via intermediaries.</p> <p>9 Marketing crops; market structures and pricing</p> <p>10 Marketing Livestock; market structure and pricing of beef, sheep, pigs and milk.</p> <p>11 Welfare, food safety and farming practices.</p>												
Contact hours	<p>Indicative delivery modes:</p> <table> <tr> <td>Lectures, guided learning, seminars etc</td> <td>33</td> </tr> <tr> <td>Self directed study</td> <td>3</td> </tr> <tr> <td>Independent learning</td> <td>114</td> </tr> <tr> <td>TOTAL HOURS</td> <td>150</td> </tr> </table>	Lectures, guided learning, seminars etc	33	Self directed study	3	Independent learning	114	TOTAL HOURS	150				
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Teaching and learning methods	<p>A variety of learning strategies will be used which may include lectures, seminars, worked examples, computerised farm management systems, budget and farm account management workshops.</p> <p>Scheduled learning Includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.</p> <p>Independent learning Includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc.</p> <p>Virtual learning environment (VLE) or equivalent This specification 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 the 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> <table> <tr> <td>Number of credits for this module</td> <td style="border: 1px solid black; text-align: center;">15</td> </tr> </table> <table border="1"> <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> <p>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> <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>	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
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	<p>Total assessment of the module:</p> <table border="1" data-bbox="932 226 1059 360"> <tr> <td>Written exam assessment percentage</td> <td>100%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Written exam assessment percentage	100%	Coursework assessment percentage	0%	Practical exam assessment percentage	0%		100%
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	100%								
Reading Strategy	<p>Core reading Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be expected to purchase a set text, be given a study pack, or be referred to texts that are available electronically, etc. This guidance will be available in the module handbook.</p> <p>Further reading Further reading is not essential for this module, but 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>Access and skills Formal opportunities for students to develop their library and information skills are provided within the induction period and study 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>								
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"> • Brown, B. (Current Edition) <i>Practical accounting for farm and rural business</i>. Ipswich: Farming Press. • Buckett, M. (Current Edition) <i>An introduction to farm organisation and management</i>. London: Pergamon Press. • Countryside Agency. (Current Edition) <i>Tomorrow's countryside – 2020 vision</i>. Cheltenham: Countryside Agency. • Giles, T. & Stansfield, M. (Current Edition) <i>The farmer as manager</i>. Wallingford: CAB International. • Hosken, M. & Browne, D. (Current Edition) <i>Farm office</i>. Ipswich: Farming Press Books. • Murphy, M. (Current Edition) <i>Small business management</i>. London: Financial Times/Pitman. • Nix, J.S. (Current Edition) <i>Farm management handbook</i>. London: Wye College. • Reading University. (Current Edition) <i>Farm business data</i>. Reading: Reading University. • SAC. (Current Edition) <i>The Farm Management Handbook</i>. Edinburgh: SAC. • Turner, J. & Taylor, M. (Current Edition) <i>Applied farm management</i>. Oxford: Blackwell. • Warren, M. (Current Edition) <i>Financial management for farmers and rural managers</i>. Oxford: Blackwell Science. <p>Suggested periodicals:</p> <ul style="list-style-type: none"> • Croner's Farm Business Management • Farm Diversification • Farmer's Weekly • Grocer • The Financial Times (Commodities and Agriculture Pages) 								

Part 3: Assessment			
Assessment strategy	<p>The written examination has been chosen so as to allow the knowledge and intellectual skills gained throughout the module to be assessed in a controlled examination setting and to assess all learning outcomes and to facilitate in depth utilisation of the information covered throughout the module, as well as via additional study.</p> <p>Formative feedback and guidance can be gained in the module delivery, on the VLE, in tutorials and in revision sessions. Summative feedback can be gained on assignment scripts, on examination scripts and on the VLE.</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	Written examination.		
% weighting between components A and B (Standard modules only)		A:	B:
		100%	0%
First sit			
Component A (controlled conditions) Description of each element		Element weighting	
1	Written examination (2 hours)	100%	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting	
1	Written examination (2 hours)	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.			