University of the
West of England
UWE
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Agricultural Enterprise					
Module Code	UILV4W-15-3		Level	3	Version	1.1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No	
Owning Faculty	Hartpury		Field	Animal and Land Science		
Department	Animal and Land		Module Type	Standard		
Contributes towards	BSc (Hons) Agriculture, Conservation and Sustainable Management (Top-Up) BSc (Hons) Agriculture (Top-up) BSc (Hons) Conservation (Top-up)					
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements	None		
Valid From	01 September 2016		Valid to	01 September 2021		

CAP Approval Date	12 January 2015

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. Critically evaluate the UK planning systems in the context of rural diversification. (A) 2. Appraise the contributions made by professional bodies and other groups towards diversification and evaluate the legislation affecting it. (A) 3. Prepare and justify a detailed and coherent cost-benefit analysis for a particular diversification project. (A) 4. Critically evaluate and prepare an in-depth site management plan for a particular diversification. (A)
Syllabus Outline	• Major legislation affecting rural diversification including Health and safety and Environmental law • Organisations in the countryside, professional advisors, interest groups • The planning system in the UK countryside • The need for Environmental Impact Assessment and Archaeological Survey • Diversification alternatives: e.g. equine, golf, bed and breakfast, caravan sites, alternative crops, alternative livestock, business parks • Financing and marketing of diversification • Site management and formulation of site management plans

Contact Hours	Indicative delivery modes:
	• Lectures, guided learning, seminars, site visits 33 • Self-directed learning 3 • Independent learning 114
	TOTAL 150
Teaching and Learning Methods	A variety of learning strategies will be used including lectures and seminars, site visits, group discussions and visiting lecturers. Students will also be expected to engage in independent learning throughout the module. This will involve the preparation and writing of a presentation, revision for the in-class written test and further reading to support formal teaching. Site visits will include opportunities to examine business management and diversification strategies, exploring detailed examples currently in operation. **Scheduled learning** includes lectures, seminars, tutorials, external visits. **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)** The module will be supported by the VLE where students will be able to find necessary module information. Direct links to information sources will be provided from within the VLE.
Key Information Sets Information	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.

Key Information Set - Module data

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	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

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:						
Written exam assessment percentage				0%		
Coursework assessment percentage				0%		
Practical exam assessment percentage				100%		
				100%		

Reading Strategy	**Essential readings** Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be required to purchase a set text, be given a print study pack or be referred to texts that are available electronically or in the Library. Module guides will also reflect the range of reading to be carried out. **Further readings** Further reading will be required to supplement the set text and other printed readings. 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 search, 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 their academic literature. **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.
Indicative Reading List	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. Books Bell, S., McGillivray, D. and Pedersen, O. (Current Edition) *Environmental Law*. Oxford: Oxford University Press. Crean, J. (Current Edition) *Do You Require Planning Permission – an illustrated guide*. Oxford: Round Hall Sweet and Maxwell. Curran, S. and McDonald, D. (Current Edition) *Land Use and Planning your Business*. London: The Stationery Office. Glasson, J., Therivel, R. and Chadwick, A. (Current Edition) *Introduction to Environmental Impact Assessment*. London: University College London Press. Harrop, D.O. and Nixon, J.A. (Current Edition) *Environmental assessment in practice*. London: Routledge. Hawke, N. and Kovaleva, N. (Current Edition) *Agri-Environmental law and policy*. Sussex: Cavendish. Jobber, D. (Current Edition) *Principles and Practice of Marketing.* London: McGraw-Hill.

	Nix, J., Hill, P., Williams, N. and Bough, J. (Current Edition) *Land and Estate Management*. Chichester: Packard.
	Sydenham, A., Monnington, B. and Pym, A. (Current Edition) *Essential Law for Landowners and Farmers*. Oxford: Blackwell Science.
	Journals
	The International Journal of Sustainable Development and Planning
	Journal of Rural and Community Development
	Journal of Rural Studies
	Websites
	Planning Portal: http://www.planningportal.gov.uk
	Department for Environment, Food & Rural Affairs: https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs

Part 3: Assessment

Assessment Strategy	The assessment strategy will include an oral presentation, which will be held in the end of semester assessment period.
	The oral presentation will allow students to present a thorough business plan on a proposed rural enterprise allowing them to mimic a business pitch to funding providers.
	Feedback can be gained from seminar sessions, on assessment feedback sheets, through the VLE, in tutorials and in revision sessions.
	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.

Identify final assessment component and element	Oral presentation	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	**0%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Oral presentation (30 minutes)	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Oral presentation (30 minutes)	100%
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	