



## **Module Specification**

### **Conservation Business and Finance**

Version: 2023-24, v1.0, 19 Dec 2022

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## Part 1: Information

**Module title:** Conservation Business and Finance

**Module code:** USSYHD-30-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Health & Applied Sciences

**Department:** HAS Dept of Applied Sciences

**Partner institutions:** Bristol Zoological Society

**Field:** Applied Sciences

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** While conservation organisations are typically non-profit, they still must be effectively managed in order to be financially viable and impactful in their mission. This module is designed to develop student skills in conservation programme management at a leadership level including, but not limited to, financial sustainability, budget forecasting, fundraising through various donor and funding types, business case development, and critical review of risks and issues that could impact project/initiative viability and ultimately, success at achieving established

targets. This module will also help students understand how an organisation's overall budget and accounts link to viability of specific programme development as well as financial reporting. It will also cover a discussion and critical review of the growing industry of sustainable, revenue-generating mechanisms for conservation funding.

**Features:** This course will incorporate content from professionals working in applied conservation organisations with expertise in conservation business and finance.

**Educational aims:** The purpose of this module is to introduce how finances are managed and charity/non-profit accounting and hone skills in the fundamentals of developing budgets within conservation programme strategy including, but not limited to, finance management, financial reporting, partnership development, and critical review of risks and issues that could impact project/initiative viability and ultimately, success at achieving established targets.

**Outline syllabus:** Indicative content of the module is as follows:

Strategic planning for a conservation programme, financial viability and sustainability

Determining your conservation programme business needs

Importance of a sound business case

Finance management (e.g., account understanding, adaptation to different project types, handling multiple budgets) and project accounting (e.g., profit vs. non-for-profit)

Budget forecasting

Raising money – fundraising, grants, trusts, private donors, as well as crowdfunding and funding from corporate organisations and philanthropists; identifying funding partners

Financial reporting - including discussing the link between actual staff costs and reporting to funders.

Ethical investing

Working across borders – international organisations

Working efficiently and reducing costs – budgeting

Responding to emergencies

Contracts and agreements

Managing a budget with various stakeholders, paying staff, bookkeeping and handling expenditures and finance/business on the ground

Partnerships development and engagement– corporate, government, NGOs, civil societies, local communities, individuals

Business and financial sustainability

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** This module will be delivered through a combination of lectures and small group working and will evaluate methods and practice used by other organisations/conservation programmes. The use of real-world examples to identify and critique practice will enable students to build skills in the critical evaluation of effective conservation strategy creation and business case development, as well as tools and techniques for raising funds and maintaining sustainability.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Critically assess how to strategically lead and manage a conservation programme financial plan

**MO2** Critically evaluate the risks and issues facing a conservation programme as part of a project business case development

**MO3** Design and critically review business cases for conservation initiatives

**MO4** Develop a well-reasoned budget and budget justification for conservation initiatives

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/27C604A5-C02B-EC72-9984-BC3DA9512A50.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/27C604A5-C02B-EC72-9984-BC3DA9512A50.html?lang=en&login=1>

## Part 4: Assessment

**Assessment strategy:** Development of a detailed business case for a new conservation project/initiative (100% of overall mark).

Developing a business case is fundamental to effectively support the execution of a conservation project and to ensure its sustainability long term. It is also a skill largely lacking in the conservation sector. For this assignment, students will be asked to complete a detailed business case for a project/initiative. Templates for business cases will be provided and students will be evaluated based on the content of each key section of the business case. This should include, but is not limited to, a rationalisation for the project/initiative, methods, resource needs, critical evaluation of the risks and issues faced by the project/initiative, a budget and budget justification. Business Case Length: 10 pages maximum (business cases involve budgets; figures and tables, as well as narratives, thus it is more appropriate to limit page numbers than word count).

Students will be supported in this assessment through the use of examples in teaching and through formative assessment.

**Assessment tasks:**

**Case Study (First Sit)**

Description: Business case for a new conservation initiative

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Case Study (Resit)**

Description: Business case for a new conservation initiative

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Conservation Leadership [Zoo] MSc 2023-24

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