



BSc (Hons) Rural Enterprise and Land Management (REALM) (with placement)

UCAS code	DNK2
Institution code	H12
Duration	4 years (full-time) including a one-year work placement. A three year programme is available for applicants with at least two years, full-time relevant work experience.
Start date	September 2025
Accredited by	Royal Institution of Chartered Surveyors (RICS)
Location	Harper Adams University campus (and location of work placement)

REALM is all about making the best – most effective and most economical – use of a wide range of rural assets to achieve business objectives.

Assets include land, infrastructure, buildings, equipment and more, with vast opportunities for REALM professionals to play a vital role in managing the countryside whilst helping rural businesses to thrive.

This RICS-accredited programme is ideal for aspiring rural practice chartered surveyors, and those with an interest in estate management, agriculture, diversification, sustainability and renewable energy.

Some REALM graduates will progress to Registered Valuer Status and secure employment in the provision of valuations, professional services and in some instances, auctioneering services.

Modules you will undertake cover a broad range of knowledge and skills, including Valuation and Estate Management; Animal Production (Land Management); Farming Systems and the Environment; Planning and Development and Farm Business Management.

These, coupled with your year in industry, will leave you inspired and equipped to take on any number of exciting roles across the rural sector, whether as an independent consultant or as part of a national/global company or Government department.

The Harper Advantage

- A full placement year in industry as part of your degree, enabling you to put knowledge into practice, develop your network and discover your future ambitions
- Professional Accreditation: This degree course is accredited by the Royal Institution of Chartered Surveyors (RICS) for the Rural Surveying Pathway
- More than 15 competitive scholarships open to students on Land and Property Management routes

Learn more

For more information on the work undertaken by rural surveyors, please [watch this RICS video](#).

For information on careers in Rural Chartered Surveying visit the [Grow Your Future](#) website.

A-level entry requirements

- Offers tend to be in the region of **104 UCAS points**
- Students should typically be studying **3 subjects at A2 level** to be considered
- Applicants are advised to gain a minimum of 1 weeks work experience rural land agent/rural chartered surveyor by the time they commence the course.
- Applicants must have a minimum of **4 GCSEs at grade C/4 or above**, including English Language, Maths
- GCSE Science is not required
- Applicants can expect to receive offers including specific grades in specific subjects (for example, a B or C at A level, or an M or D for BTEC modules)
- Key Skills (and other level 2 variants) and First Certificates/Diplomas are not accepted in place of GCSE passes
- Interviews will take place on an ad-hoc basis should the Course Manager wish to discuss any aspect of your application and for all potentially suitable applicants who require visa sponsorship.
- Overseas applicants please check our [English Language Requirements](#)

Note: Entry Requirements are for guidance only, please check the UCAS website or contact Admissions for further information.

Work Placement

Placement will give you invaluable experience in your chosen area of work. It may be working with a national firm such as Carter Jonas, Savills, Strutt and Parker, Smiths Gore, or with a local firm such as Fisher German, Halls, Berry's or Balfours.

Alternatively, you may choose to work on a large traditional estate such as Buccleuch, Chatsworth, local authorities or the National Trust.

Students who have performed well have often been offered a job when they graduate.

Most students will count this placement as the first of two years structured training needed for the RICS Assessment of Professional Competence.

Accreditation



This degree course is accredited by the Royal Institution of Chartered Surveyors (RICS) for the Rural Surveying Pathway.

MRICS candidates, who have accredited degrees, must in addition, complete the RICS Assessment of Professional Competence (APC). This involves two years of structured work experience, training and assessment. The placement year of this course usually counts as the first year of the APC, with the second undertaken after graduation.

How will I be taught?

This course shares a common first and second year with the RPM course as both are aligned to the Rural Pathway of the RICS Assessment of Professional Competence. Students will specialise in the final year, post placement, with core modules covering business and residential tenancies, advanced valuation, global agricultural trade policies and farm business management. Optional modules will allow you to consider agricultural trade policies globally, auctioneering, sustainable forestry and forestry products, renewables and infrastructure or international rural property markets.

A typical week in year 1 consists of:

- 6hrs lectures
- 6hrs seminars, site/estate visits, farm walks and surveying practicals

Land and property field trips have included visits to:

- Attingham Park and other local estates
- Earl of Plymouth Estate, Ludlow
- Flax Mill Nr Shrewsbury (the oldest iron framed building in the world)
- Commercial properties

Assessment methods

The course is assessed on a mixture of coursework and examination.

Transfer

Students may transfer between BSc REALM and BSc RPM (and vice versa) at the end of the first two years, before commencing the placement year.

Learning in Higher Education – how is it different?

Whilst a student's prior experience or qualifications should prepare them for Higher Education, most will find that study at university level is organised differently than they might have experienced at either school or college. Higher Education sets out to prepare students to think and learn independently, so that they are able to continue learning new things beyond their studies and into the workplace, without needing a tutor to guide them. This means that the time spent in classes with tutors provides direction, guidance and support for work that students undertake *independently* through:

- finding useful information sources and compiling bibliographies of reading material, in paper and online
- reading and making notes to help make fuller sense of subjects
- engaging with online materials and activities found on the College's own virtual learning environment
- preparing assignments to practise skills and develop new insights and learning
- preparing for future classes so you can participate fully

In order to develop the skills of a graduate (whether at Foundation Degree or Honours Degree levels), students are expected to not only be able to recall and explain what they know but also to be able to:

- **apply** what they know to new problems or situations
- **analyse** information and data and make connections between topics to help make sense of a situation
- **synthesise**, or draw together, the information and understanding gained from a range of sources, to create new plans or ideas
- **evaluate** their own work and also the work of others, so that they can judge its value and relevance to a particular problem or situation

Tutors will expect students working towards a Degree to be able to use what they know to solve problems and answer meaningful questions about the way in which aspects of the world work and not just rote-learn information that they have been told or read, for later recall. This means using all the bullet-pointed skills and to think critically by questioning information, whilst also being rigorous in checking the value of the evidence used in making one's own points. Students will be expected to become increasingly responsible for recognising the areas where they themselves need to develop. Taking careful note of tutor feedback can help to identify the skills and abilities on which attention could usefully be focused. To be successful, students need to be self-motivated to study outside of classes, especially since in higher education, these higher level skills need to be practised independently.

At Harper Adams students are gradually supported to become less reliant on class-based learning, so that they are able to spend a greater proportion of their time in their final year working on projects of interest to themselves and in line with their future career aspirations. In the first year of a course, a student has 16 hours contact per week with staff in lectures, seminars, estate/site visits, farm walks etc. In the second years students are given some independent study weeks to enhance their independent learning skills including project work and reading around subject areas.

Harper Adams has an extensive estate and great facilities for students to use as a source of information and inspiration, we also have a well-stocked library and access to countless specialist sources of paper-based and online information. Many of the staff at Harper Adams are involved in research work, which helps ensure the content of the courses is at the forefront of the discipline. This also means that

amongst the library books and online journals that students use, there may be some familiar names.

The [Bamford Library](#) and [Faccenda Centre](#) each have spaces in which students can work, either individually or in small groups, using either their own laptop computers or the provided desktop computers, all of which can access the network. Working spaces are zoned to reflect different working conditions, so there is a study space for everybody, whether they need silence or work better in a livelier environment.

Careers

Rural practice chartered surveyors are to be found working in:

- Professional firms providing a range of land management services
- Central and local government, providing advice to farmers and landowners managing country parks and country smallholding estates
- The management of rural land and property for bodies as diverse as the RSPB, English Nature, national parks and water and mineral companies
- Traditional estates as resident land agents
- Overseas for a firm of surveyors or advisers

Other careers graduates have chosen include: commodity trading, farm management, accountancy, and the armed services.

What will I study?

Year 1	Year 2	Year 3	Year 4
Academic Development and Professional Practice (HF) 10	Career and Data Management (HF) 10	Placement year	Dissertation - Land and Property Management (HF) 40
Surveying Practice (HF) 10	Farming and Management of the Natural Environment (HF) 20		Valuation and Professional Practice (REALM) (HF) 20
Building Construction, Pathology and Regulation (HF) 20	Planning and Development (HF) 20		Strategic Estate Management (HF) 20
Rural Land Issues and Policy Development (HF) 20	Compulsory Purchase and Sustainable Rural Infrastructure Delivery (HF) 20		Farm Business Management and Investment (HF) 20
Introduction to Agricultural Production Systems (HF) 20	Property Agency and Tenancy Law (HF) 20		Options
Valuation with Land and Property Economics (HF) 20	Valuation, Taxation and Investment Appraisal (HF) 20		Event Management and Diversification (HF) 20
Introduction to Business, Finance and Law (HF) 20	Elective		Global Agricultural Land Investment and Trade Policies (HF) 20
	Woodland Creation (HF) 10		

Academic Development and Professional Practice

Year of study 1

Code HF

Credits 10

Core/option Core

Module contact [Dr Mark Simcock](#)

This module will seek to support the student in adapting to and learning how to maximise their potential at university. It will introduce students to the normal academic conventions required to study in Higher Education and help the students develop skills that will be of benefit to them in their academic career as well as professional development in the future.

It will also seek to begin to explain to students what professional practice is and what it is to be a professional individual as a member of a professional organisation and what expectations that brings upon an individual in terms of the way they go about their work and behave and act towards others. The module will seek to illustrate to students the importance of professional ethics, ethical behaviour and conduct.

The module supports the student's development of written and oral communication skills, independence in their studies, numeracy and research skills. Learning resources and assessments will be tailored to the Rural Enterprise and Land Management and Rural Property and Real Estate courses.

This module will also introduce the concept of continuing professional development (CPD) and how this can be applied to a student's development throughout their higher education experience as well as their future career development.

Students who successfully complete this module will be able to:

- Formulate a personal development plan required for success both in higher education and in the development of a professional career.
- Identify and apply digital skills required for success in higher education and in professional employment.
- Assess the role of professional ethics and conduct when working in professional practice.

Surveying Practice

Year of study 1
Code HF
Credits 10
Core/option Core
Module contact [Dr Mark Simcock](#)

Being able to collect, interpret and present data on land and property using a range of mechanisms and techniques that are available is central to being able to provide advice to land and property stakeholders. This module seeks to enable students to study mapping techniques and to become familiar with the technology now available to assist with the management of land and property.

Students who successfully complete this module will be able to:

- Produce an accurate site plan to an appropriate scale.
- Explain the use of modern surveying instruments and their place in modern land management.
- Assess the role of developing technologies in land and property surveying.

Building Construction, Pathology and Regulation

Year of study 1
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

Land and property managers need an understanding of modern and traditional construction techniques and materials to be able to carry out building surveys of existing buildings and identify, assess and remedy building defects.

Land and property managers may also deal with the design, construction and appearance of new buildings, field engineering and landscape, and be familiar with land surveys, levelling, mapping and measurement.

This module is designed to familiarise students with the basic principles of both modern and traditional construction techniques and materials, and regulation. The focus is mostly on domestic buildings, but it is also relevant for farm and commercial buildings.

The module will enable students to become familiar with a variety of types of contract administration and documentation during the construction process, which is useful when liaising with other construction professionals and contractors.

Students who successfully complete this module will be able to:

- Carry out an inspection of a building to identify defects and advise upon appropriate remedies.
- Design a domestic building which complies with current UK regulations and provides a brief specification with costings, describing its main elements, materials and components.
- Undertake a risk assessment for a construction project or a site survey.

Rural Land Issues and Policy Development

Year of study 1
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

Before being able to advise those involved in the management of land, any student studying land management needs to be aware of and appreciate the current issues and drivers that affect the way land is managed.

Students of land management also need to be aware of the role of policy in determining land use and the way in which policy has influenced the way land is used in the past, is used currently and how it may well be

used into the future.

Students who successfully complete this module will be able to:

- Explain social, economic and environmental changes and trends in rural areas over time, the main drivers for these, and associated implications for land and property management.
- Identify the environmental, economic and social sustainability of land uses and/or rural businesses.
- Explain the evolution of the planning system and other policy mechanisms to regulate development, land use, and management, to include statutory landscape designations.
- Identify different agricultural and agri-environment support mechanisms and explain their impact on farming and rural land management.

Introduction to Agricultural Production Systems

Year of study 1
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

An understanding of sustainable livestock production and sustainable crop production underpins many careers within the land-based sector and the advice that many land and property managers offer. The module will provide learners with a knowledge of the main livestock and crop production systems.

The module will cover the principles of animal and crop production and investigate examples of the main systems relevant to food and feed production. The systems will be considered in terms of input, management and performance requirements and analysis.

The module will familiarise students with aspects of farm mechanisation and farm buildings relevant to the subject area in order to provide a greater understanding of elements which can affect production costs land management and values.

Students who successfully complete this module will be able to:

- Describe the main livestock and crop production systems within the context of a farming year.
- Identify the factors which influence the yield and quality of produce derived from farm animal and crop production systems.
- Relate the requirements of livestock and crop production systems in the UK to land type, building design, equipment and housing systems employed where relevant.
- Describe how recent developments in livestock and crop production systems can help farmers to operate more sustainably

Valuation with Land and Property Economics

Year of study 1
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

This module introduces students to the economic principles and concepts that underlie land and property markets and the factors that affect the value of land and property. The module will facilitate an understanding of the demand for land, the supply of land and the relation to price and property markets. It will provide an examination of land and property as an investment and introduce the basic concepts of valuation mathematics. Students will gain an introduction of the methods of valuation and the interaction between land and property markets and the broader economy, as well as the role of land and property in economic development.

Students who successfully complete this module will be able to:

- Identify the general economic concepts of land and property, including the concept of land use and property value and rights.
- Apply the concept of the time value of money and valuation mathematics to land and property assets.

- Identify the factors that can affect the value of land and property assets.
- Describe and explain the traditional five valuation methods.

Introduction to Business, Finance and Law

Year of study 1
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

Students will develop an awareness of the main types and areas of business, law and finance to support their careers as professionals working in and with a range of different rural land and property businesses. The module will introduce the key legal, business and financial matters that students need to understand to contribute to the operation of a business. Through familiarisation with aspects of law and finance, students will develop skills which will be transferable across a range of different disciplines.

Students who successfully complete this module will be able to:

- Assess the legal implications of a land and property management problem.
- Apply basic accounting information to control the business and contribute to the management decision making process.
- Identify and describe the key factors in establishing and managing a successful land and property business.

Career and Data Management

Year of study 2
Code HF
Credits 10
Core/option Core
Module contact [Dr Mark Simcock](#)

First, this module seeks to prepare students for a career working in professional practice whether that be the placement opportunity that they will undertake in Year 3 of their programme or through their ongoing professional experience in the workplace as a Degree Apprentice.

Second, the module introduces students to the techniques around collecting, managing and analysing data. This is an increasingly important professional skill in a world where land use decision making is underpinned by data. The content will be useful for students to build upon when they come to undertake their dissertation in the final year.

Students who successfully complete this module will be able to:

- Prepare a personal skills assessment and assess this against the skills required for a role in the land and property management profession.
- Identify skills areas for improvement and develop a career development plan to address any skills deficiencies.
- Analyse, present and interpret a dataset.

Woodland Creation

Year of study 2
Code HF
Credits 10
Core/option Core
Module contact [Dr Mark Simcock](#)

Forests and woodlands represent a significant use of land in the UK, second only in physical land use extent to agriculture. They can be managed effectively to provide important economic, environmental and social

benefits to owners and the wider population. Resilient, well-designed forests can offer a range of services to their owners and to wider society, many of which are relevant to timber and wood production but also to more diverse potential benefits in terms of carbon sequestration, biodiversity, soils and water, landscape, recreation, social and sporting uses.

Woodland Creation is an applied module focussing on the practicalities of how we create and manage new woodlands and forests in the UK. Planting trees is a key part of the government's Net Zero Strategy, Environment Plan and Energy Strategy. Careers in woodland creation and maintenance are flourishing as a result. This module will introduce students to how woodland creation schemes are practically delivered and funded in the UK.

Students who successfully complete this module will be able to:

- Investigate the site conditions, features, opportunities and constraints which forest managers must consider when planting new woodlands.
- Evaluate the range of objectives and motives of UK landowners investing in new woodland planting.
- Identify the range of practical operational tools and funding available to deliver woodland creation plan objectives.

Farming and Management of the Natural Environment

Year of study 2

Code HF

Credits 20

Core/option Core

Module contact [Dr Mark Simcock](#)

This module builds on the first-year module Agriculture by looking at the productive output from a farm not only in terms of its agricultural output but also its environmental output and how these outputs can co-exist. The National Food Strategy (2021) set out that by 2030, 30% of the UK's agricultural land will need to be repurposed to use land to mitigate the impact of climate change and produce more food. The module will look at how land can be managed to maintain and enhance food production but at the same time to protect and enhance the natural environment.

Students who successfully complete this module will be able to:

- Assess the physical and environmental attributes and constraints of an agricultural holding.
- Review the appropriateness of, or design, a farming system within the context of the specific physical characteristics and environmental constraints of the agricultural holding.
- Assess how land can be managed to protect the natural environment and to deliver eco-system services and public goods.

Planning and Development

Year of study 2

Code HF

Credits 20

Core/option Core

Module contact [Dr Mark Simcock](#)

The challenges of 21st Century development need not only impacts upon urban areas but also our market towns, villages and countryside. Whether concerned with the need for new homes to meet housing needs, new infrastructure requirements, farm diversification, or new employment opportunities a good understanding of the UK Town and Country Planning system is required for anyone working in the land and property sector.

The module provides a broad understanding of the statutory planning system, covering both national and local planning policy, whilst exploring the challenges associated with development and the delivery of sustainable development in a rural context. This will include an analysis of policy and practice in a range of topics such as housing, agriculture, renewable energy, infrastructure planning and protection of designated areas.

Students who successfully complete this module will be able to:

- Interpret the administrative and legal framework of the spatial planning system in England.
- Appraise National and Local planning policies and the role that they play in decision making.
- Analyse the requirements placed upon applicants seeking planning permission for development.

Compulsory Purchase and Sustainable Rural Infrastructure Delivery

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

Please contact the course manager for details of this module.

Property Agency and Tenancy Law

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

Assisting clients with buying and selling property (be this agricultural, residential, or commercial) is a key area of professional work for surveyors. The surveyor must have a thorough knowledge of statutory and professional requirements and must act within the constraints of these to provide the best advice possible for clients. This module will cover property agencies and will provide students with an understanding of this area of practice.

Likewise, an understanding of the way relationships between the occupiers, third parties and owners of commercial, residential, and agricultural land and property are documented and managed is essential.

Students who successfully complete this module will be able to:

- Apply appropriate legislation to case studies and/or scenarios and provide advice and recommendations suitable to meet a client's objectives.
- Evaluate strategies for the sale, disposal and letting of land and/or property.
- Assess the impact of third-party interests on the management of land and/or property.

Valuation, Taxation and Investment Appraisal

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

Valuation is a, if not the central discipline for a practising chartered surveyor. Valuation itself has become more specialised in recent years and has been subjected to increasingly detailed scrutiny by the professional body itself (Royal Institution of Chartered Surveyors - RICS), the courts, and key stakeholders including the main financial institutions, the accountancy profession, and others. This module will build on the pre-requisite module to equip students to deal with a variety of rural and commercial valuation tasks and to enable them to embark on the Valuation professional competency of the RICS Assessment of Professional Competence in their placement year.

The implications of taxation weigh heavily in many decisions affecting the management of rural land, farms and other businesses. It is important that students achieve a high level of understanding of key taxes in a rural land and business management context, including an understanding of the principal capital taxes and an awareness of the less common taxes which may be encountered.

Students who successfully complete this module will be able to:

- Select and apply appropriate valuation methods to a range of rural and/or commercial valuation tasks.
- Display competence in the collation and use of market data in the preparation of a valuation.
- Appraise the worthwhileness of a land and/or property investment opportunity.
- Assess the impact of taxation on rural property and/or real estate and other business enterprises and identify opportunities for tax planning.

Placement year

Year of study 3

Core/option Core

Read our dedicated [Placement Learning](#) pages for information on the many benefits of the placement year.

Dissertation - Land and Property Management

Year of study 4

Code HF

Credits 40

Core/option Core

Module contact [Dr Mark Simcock](#)

The dissertation is designed to allow students to develop the skills and personal resilience needed to undertake a sustained, significant and high-quality project.

There will be a mix of core and optional sessions in the supporting research methods programme. In conjunction with their supervisor, and considering detailed course-specific advice, each student will select a topic for investigation. They will then plan, execute and report their project. The module will draw upon learning from other taught modules, but it also requires a high degree of independent learning. Students are expected to keep in regular contact with their supervisor and attend all the core sessions of the research methods programme. The supervisor meetings will include at least four obligatory sessions at specific time points throughout the year.

Students will need to apply their learning about the research methods associated with their discipline as they locate data to support their project; they may need to apply methods creatively according to the nature of their research topic. Throughout the module, students will be expected to make choices about the scale and manageability of their work; they will also need to apply good time management skills to ensure success. The project will require all students to search for literature related to their topic and to read independently. Students must make decisions about the direction of their research, and they will be expected to work proactively to benefit from supervision opportunities.

Students will be expected to ensure that each part of their project is ethically sound; this means following protocols but also by developing an ethical mind-set which is sensitive to stakeholders and issues arising in the research process. Students must ensure that they attend to issues of health and safety throughout their research.

Students who successfully complete this module will be able to:

- Use a review of literature, and other exploratory approaches, to locate a specific question, hypothesis or problem for investigation.
- Plan and ethically investigate using methods that are appropriate to the research context and the nature of the issue under investigation.
- Analyse and present complex data using appropriate methods and interpret the results to generate conclusions.
- Present a coherent, logical and accessible project report.

Valuation and Professional Practice (REALM)

Year of study 4
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

Students will already have studied the land and property market as well as the principal valuation and appraisal techniques employed in professional practice. Some students will also have had some valuation experience during their professional placement year. This module seeks to build and enhance on that by examining some of the key valuation tasks encountered by the rural valuer. The module seeks to develop students' ability to apply and evaluate valuation methodologies to real world scenarios and to thereafter advise clients as to the most appropriate course of action. Students will be encouraged to decompartmentalise their learning and examine the interdisciplinary nature of valuation problems. The purpose of this is to ensure that the final year is linked to current real-world challenges. The module seeks to encourage students to work in teams and to work collaboratively in preparation for their professional roles and tutors will be encouraged to take a problem-based learning approach to delivery requiring students to solve valuation problems through their own inquiry.

Students who successfully complete this module will be able to:

- Apply and evaluate the use and adequacy of valuation methodologies to solve complex valuation problems within the appropriate legal and professional frameworks.
- Synthesise knowledge of valuation techniques and other land and property related knowledge in arriving at an opinion of value.
- Collate, evaluate and utilise market data in the preparation of valuation figures.

Strategic Estate Management

Year of study 4
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

This module is core to rural land management courses and encapsulates what rural estate management is about. It builds on earlier modules covering valuation, taxation, tenancy law and business, requiring students to integrate knowledge and skills and teaching them to think strategically about the future management of estate assets to best meet their clients' objectives.

Students who successfully complete this module will be able to:

- Assess the impact of taxation on rural estates, farms and enterprises and identify opportunities for tax savings, which satisfy clients' wider objectives.
- Analyse the strategic environment of a rural estate while recognising the legal, technical, and professional constraints within which rural estate managers need to operate.
- Formulate and critically evaluate a strategic plan for the whole or part of a rural estate, or a rural land-based business or organisation.
- Appraise the role and contribution of human resource management to the estate or business strategy.

Farm Business Management and Investment

Year of study 4
Code HF
Credits 20
Core/option Core
Module contact [Dr Mark Simcock](#)

This module is designed to build on the outcomes of the level 5 module – Farming and Management of the Natural Environment. Following a review of the farming and environmental land management techniques

the next step is to predict the likely financial outcomes. This module covers the techniques required to ascertain the business outcome of decisions relating to rural land management and subsequent investment that are required to be made.

In doing so the module will introduce students to the role of farm business management on the farm, to enable them to develop the ability to evaluate a business's financial strengths and weaknesses and to develop and prepare farm business strategies and development plans that are essential to farm business management taking full account of the wider political, economic and social environment within which the business has to operate.

Students who successfully complete this module will be able to:

- Critically review the role and scope of management in the farm business and apply and use a range of current analytical models and techniques relevant to strategic analysis, formulation and implementation.
- Analyse the financial position of the farm business from a set of farm accounts and understand the significance of performance analysis to farm business planning, control and organisation of a business.
- Evaluate and plan whole farm business systems using appropriate budgeting techniques, taking due account of risk areas.
- Evaluate the contributions made by the varied internal and external factors to the farm business planning process and understand how to plan for marginal change within the business.

Event Management and Diversification

Year of study 4

Code HF

Credits 20

Core/option Option

Module contact [Dr Mark Simcock](#)

This module will develop students' understanding and appreciation of how rural diversification, both on-farm and off-farm can play a key part in the viability and survivability of a rural business. Students will assess and appraise diversified activities, considering the resources available, the market opportunities and the social, environmental, and political factors which exist, encourage and constrain them.

Hundreds of thousands of people attend public events each year, however, only a fraction of these visitors will have any comprehension as to the level of planning and organisation that goes into planning, delivering, and financing a safe and successful event.

This module is designed to develop and evaluate the student's awareness and appreciation of how a successful event is planned, designed, costed, implemented, and assessed. Whilst the module will primarily focus on events taking place in a rural setting (for example as a diversification on a country estate), many of the skills and techniques learned will be relevant to the successful operation of any public event.

Students who successfully complete this module will be able to:

- Critically appraise the factors which affect the feasibility, profitability and viability of a farm diversification or public event.
- Interpret and understand different clients' objectives and the rationale for undertaking diversification against a background of Global, European, National, regional, and local influences and drivers.
- Critically appraise the Health and Safety planning and procedures for an event or diversification.
- Evaluate the different funding sources available to event organisers and the rural business.

Global Agricultural Land Investment and Trade Policies

Year of study 4

Code HF

Credits 20

Core/option Option

Module contact [Dr Mark Simcock](#)

Agricultural land can be one of the most secure forms of investment and as such attracts interest from private, corporate and state global investors. As populations rise there is increasing interest in food production for domestic, regional and international markets. There is a strong attraction to investment in renewable energy production. There is an emerging area of environmental investment driven by conservation needs and climate change offsetting.

Any investment comes with a degree of risk and requires due diligence, however, as new markets emerge predominately in developing nations, the risk from internal and external factors to the investment increase. As such those operating in the land management space need to be fully cognisant in cultural, geopolitical, climatological, environmental, economic and political factors that influence markets and the physical and economic security of an investment.

Students who successfully complete this module will be able to:

- Critically evaluate the characteristics and risks of a variety of different international rural land markets.
- Advise clients about the ability of different international rural land investments to meet their individual investment objectives.
- Critically review the professional requirements and risks of operating in international land markets.
- Advise clients as to the risks and factors affecting international land investment in the long term.