Date: 17-06-2025

BSc (Hons) Agriculture with Farm Business Management (with placement)

UCAS code	D498
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, or all who have completed a 12 month placement as part of another approved course
Start date	September 2025
Location	Harper Adams University campus (and location of work placement)

Agriculture has a vital role to play in global food production and security, climate change mitigation, environmental protection, water management and renewable energy creation.

Our Agriculture with Farm Business Management students are taught by lecturers with extensive industry and research experience to develop sustainable production systems integrating appropriate technologies to maximise economic, social and environmental security. You will be studying in a diverse range of learning spaces located at the heart of our University Farm alongside students from a wide range of rural and urban backgrounds, whilst establishing a life-long network of friends and professional contacts.

You will soon be putting your learning into practice engaging with real-world scenarios and projects from day one. Supported by an integrated placement year in industry, you will be ready for your future career having developed a range of personal, technical and professional skills that today's employers value. You will develop a range of skills to prepare you for a diverse range of careers including farm management, consultancy, finance and banking. Additionally, your degree will equip you with the skills to continue in research or education.

A-level entry requirements

- Offers tend to be in the region of **104** UCAS points from a minimum of 3 A levels
- General Studies and Critical Thinking are encouraged but **not** included in grades required
- Students should typically be studying **3 subjects at A2 level** to be considered
- **4 GCSEs or equivalent at grade C/4 or above**, including English Language, Maths and a Science
- Where an applicant was not given access to GCSE Science, a BTEC level 2 in Science will be accepted as an alternative at a grade M. Confirmation will be required from the school/college that GCSE Science was not an option.
- 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)
- **Biology** A Level (or equivalent) preferred (but not mandatory)
- When combining qualifications no more than one Subsidiary Diploma or Diploma (or comparable qualification such as an Extended Certificate) will be considered alongside A levels (two A levels for BSc)
- Overseas applicants please check our English Language Requirements
- 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.
- All applicants are encouraged to have completed some level of **work experience**, although it is not a requirement. We recommend around 10 weeks of relevant experience on a commercial farm, which

can be part-time work, accumulated over weekends and vacations, and does not have to be completed as a 10 week block.
- More information about the work experience can be found on our Work Experience page.

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

Work Placement

You will undertake placement in your third year. Placement may be undertaken in a large integrated farm business or with a farm business consultancy company. Agriculture students from a family farm wishing to undertake a farm placement are required to work at least 50 miles from their home farm and are not usually normally permitted to return to previous employers. Examples of placements have included work as a trainee accountant with Old Mill, a chartered accountancy practice specializing in agricultural businesses, a placement with the farm business consultancy division of Savills and placements with Wilson Wraight. Harper Adams' excellent graduate employment record shows how employers value the skills, contacts, knowledge and confidence students develop during placement.

Careers

The course provides consultants and farm business managers of the future with the farm business management skills and an appreciation of agricultural systems and the wider rural environment required for a career in farm business management. Careers include farm consultancy (e.g. Promar, Kite, Brown & Co, Bidwells and Savills) and farm management positions within large integrated farm businesses.

What will I study?

Year 1		Year 2		Year 3	Year 4	
Introduction to Farm Business Management (C4001HF)	10	Preparation for Placement and Research (HF)	10	Placement year	Professional Team Project (HF)	10
Introduction to Farming Systems (C4002HF)	20	Farm Business Management with Marketing (HF)	20		Global Perspectives in Agriculture (HF)	10
Agri-Food Supply Chains (C4003HF)	10	Natural Resources and Farming Systems (HF)	20		Management of Agricultural Systems (HF)	20
Assessing the Efficiency of Farming Systems (C4004HF)	20	Applied Crop and Livestock Production Systems (HF)	20		Farm Business Case Study (HF)	20
Agricultural Technology and Digital Farming (C4005HF)	20	Farm Business Operations and Planning (HF)	20		Farm Business Strategy	15
Agricultural and Environmental Science (C4006HF)	20	Leadership and the Role of Professional Services in Farm Business Management (HF)	20		Honours Research Project - Agriculture (HF)	40
Skills for Agriculture (C4007HF)	20	Elective module UG				
		Elective				
		World Cropping Systems (HF)	10			
		Global Animal Production (HF)	10			
		Managing Change in Agriculture (HF)	10			
		Autonomous Systems (E5004HF)	10			

Introduction to Farm Business Management

Year of study 1
Code C4001HF
Credits 10
Core/option Core
Module contact Professor Andy Wilcox

The requirement to produce more food for a global growing population whilst using less resources has never been more important. To be able to manage an efficient business there is a need to identify the current business performance and analyse areas of performance which can be improved. This module is designed to introduce you to the basic knowledge needed to determine areas of strength and weakness within a farming business. You will be introduced to basic business concepts associated with the recording and reporting of business performance. You will then be introduced to techniques for analysis and evaluation of the data, to include different types and sources of external comparative data.

Introduction to Farming Systems

Year of study 1
Code C4002HF
Credits 20
Core/option Core
Module contact Dr John Donaldson

As the global population continues to grow, increasingly in modern agriculture, there is an appreciation of the importance of adopting a systems approach to food production. Farming enterprises seldom operate in isolation and sustainable solutions are often identified where a synergy exists between different production elements. This module will provide the fundamentals of crop and animal production systems, including basic husbandry and farming practices intended to optimise outputs in a sustainable way. In doing so it will demonstrate the benefits to be gained operating within a particular system and will introduce the concept of integrated systems. The relationship between input costs, production outputs and their implication on farm profitability will be introduced here, in preparation for the subsequent Assessing the Efficiency of Farming Systems module.

Agri-Food Supply Chains

Year of study 1
Code C4003HF
Credits 10
Core/option Core
Module contact Mr Luís de Aguiar

This module aims to enhance your knowledge and understanding from an agri-food marketing perspective of a range of key commodity sectors in the UK. The module also aims to instil the notion of a dynamic agri-food sector so that you will be able to address challenges and identify opportunities for primary producers and organisations. The module will equip you with practical tools to better understand internal and external market forces affecting those within the agri-food sector. In addition, you will become familiar with market and consumer trends and opportunities. Fundamentally, the module will provide a field to fork integrated overview of the sustainable agri-food supply chain i.e., farmers, processors, retailers and consumers and their interactions.

Assessing the Efficiency of Farming Systems

Year of study 1
Code C4004HF
Credits 20
Core/option Core
Module contact Dr John Donaldson

In this module, you will further develop your knowledge of both crop and animal production systems, gained from the Introduction to Farming Systems module, and begin to consider the impact of policy and legislation on profitable farming systems. Using the concepts gained from the Introduction to Farm Business Management module, in the first part of the year, you will apply techniques for analysis and evaluation of the economic and environmental sustainability of farming systems. Using published data from a range of sources, including AHDB and Farm Business Survey, you will assess the physical and financial performance of individual enterprises and farming systems, to better understand the importance of benchmarking.

Agricultural Technology and Digital Farming

Year of study 1
Code C4005HF
Credits 20
Core/option Core
Module contact Dr Simon Woods

Modern farming systems rely heavily on technology and farm data. Those involved in the farming industry need to be familiar with the basic operating principles and management of these assets and require an understanding of how technology is combined to perform different tasks. This module is designed to enable you to understand the operating principles of the more common agricultural machines and equipment and to comprehend the management of mechanisation systems into which they are integrated. Farm data and other digital assets are increasingly important for the efficient use of resources and this module will facilitate access, analysis and interpretation of data from a range of farm sources. To successfully complete this module, you will have to demonstrate an understanding of a broad range of scientific, economic and business concepts relevant to farm technology and data.

Agricultural and Environmental Science

Year of study 1
Code C4006HF
Credits 20
Core/option Core
Module contact Dr Laura Vickers

This module intends to provide you with the foundation knowledge within the fields of Biology and Environmental Science that underpin Agricultural Science. It provides the framework of knowledge and understanding to allow you to progress on your chosen Agriculture specialism by providing you with an understanding of the ubiquitous and universal processes that occur in plants, animals and microbes, and the fundamental components of physiology and anatomy. This module will also bring you to a level of understanding to competently undertake your second-year natural resource management module by covering the hydrological cycle and soil properties, linking their importance to agriculture, and touching on how human activities can impact their quality.

Skills for Agriculture

Year of study 1
Code C4007HF
Credits 20
Core/option Core
Module contact Terry Pickthall

You will develop the skills and attributes required for your success in the Agriculture course, focusing on Academic (including research), Professional (including securing a placement or other employment), Digital and Learning skills. The course will be delivered with the aim of developing you to become an independent and resilient learner and introduce the importance of being able to reflect on personal development achieved and required across all 4 areas of skills focus.

Preparation for Placement and Research

Year of study 2
Code HF
Credits 10
Core/option Core
Module contact Terry Pickthall

The purpose of this module is to refresh and build on the skills developed during the first year Skills for Agriculture Module, with a clear focus on the professional and research skills that you will require for both placement and the Honours Research Project.

Students who successfully complete this module will be able to:

- Demonstrate core research skills for success during placement, and their Honours Research Project.
- Develop and reflect upon the professional skills required to secure a placement.
- Improve and continue to develop a SMART Personal Development Plan (PDP).

World Cropping Systems

Year of study 2
Code HF
Credits 10
Core/option Core
Module contact Dr Mitch Crook

Food crops are grown all around the world in different climates, at different scales, for home consumption or export using intensive or extensive production systems. Crop production is a fundamental component of global food security with a critical role in feeding communities and responding to climate change.

In this module, you will learn about the challenges and potential for global cropping systems including an understanding of the factors that influence food security around the world - through a study of representative crop case studies. This will include information about how climate, people and markets affect where crops are produced, processed and transported around the world; and how government policies are used to support the cropping systems. You will also learn about the environmental impacts of crop production and the likely impacts of future climate change. This will help you to develop a better understanding of how crop production and food systems may change in the future.

Farm Business Management with Marketing

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact Professor Andy Wilcox

Successive UK Governments have promoted issues of resilience and competitiveness in agriculture. Individual farm businesses need to develop and implement plans capable of delivering competitive advantage and meeting the long terms personal and business goals of the owners. Structural change in the agricultural sector, influenced by market and policy drivers will require high level business skill and understanding to facilitate the development of suitable strategy followed by successful implementation.

This module introduces students to concepts and principles of strategic management. It explores the meaning and value of mission and vision statements; techniques for assessment of the wider business environment, in the context of the mission (purpose of the business) and culminates in formulation of a strategy to deliver the vision.

Global Animal Production

Year of study 2
Code HF
Credits 10
Core/option Core
Module contact Edmore Mashatise

As the global population continues to rise, so will the demand for animal protein to ensure food security. In some countries across the world, millions of small-scale farmers and pastoralists depend on livestock production for their livelihoods and survival. However, in other countries, large-scale livestock production meets the demand for animal products and meat. This module will provide an overview of global animal production for both aquatic and terrestrial livestock in intensive and extensive systems across the world. The module will compare aquatic animals, ruminant and non-ruminant production systems in different countries/areas, which may include Sub–Saharan Africa, Asia, North and South America and Europe. In addition, this module will explore some of the threats and sustainability issues the world faces for global animal production e.g. disease, climate change and land use change, using case studies.

Managing Change in Agriculture

Year of study 2
Code HF
Credits 10
Core/option Core
Module contact Nigel Hill

Reorganising, restructuring and implementation of new systems, enterprises and working practices are essential elements of operating a business. Successful change can be achieved at individual, team and organisational levels using several practical tools and skills. Change is best achieved through the understanding and commitment of the people involved.

This module aims to help you understand the process of change and how best to evaluate and implement change in a business or organisation. The module encompasses recognised change management techniques to analyse the issues and plan the implementation of the proposed change. The planning process will include anticipating stakeholder reactions, how best to involve and influence stakeholders, estimating resource requirements and setting realistic milestones and objectives. Finally, you will learn how to monitor the implementation of change and evaluate its effectiveness.

Natural Resources and Farming Systems

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact Paul Lewis

Agricultural production and management are inherently linked to, and supported by, key natural resources such as soil, water, air, energy and biodiversity. Global population growth and human lifestyles, together with associated agricultural activities, are increasingly putting pressure on these resources, with many activities being far from sustainable. Increasingly climate change impacts on the planet are affecting natural resources and their connections to agriculture. Careful, appropriate and innovative approaches to conserving and protecting these resources are therefore necessary.

This module identifies the important natural resources necessary for a viable and sustainable agricultural industry and their direct and indirect connections. It will address both challenges and opportunities and will consider the importance of resource enhancement. The approach will be wide-ranging but there will be an overarching emphasis on the natural resources available for, and linked to, UK agriculture and food production. These will be related to typical agricultural sectors and their practical concerns but will be broadened to consider relevant policy, advice, legislation and farming support.

Applied Crop and Livestock Production Systems

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact Mr Matthew Rodenhurst

Crop and livestock production sciences are integral to understanding and manipulating the production system, allowing producers to alter both their productivity outcomes and profitability. In this module, you will build upon the Level 4 Farming Systems modules to cover aspects of reproduction, breeding, growth, disease and nutrition of both crops and livestock, whilst also evaluating the benefits of a mixed farming system in the context of the environment.

Autonomous Systems

Year of study 2
Code E5004HF
Credits 10
Core/option Core
Module contact Dr Sven Peets

An automated system is an integration of sensors, controls, actuators and programming designed to perform a function with minimal or no human intervention. You will learn how the integration of these is applied in the real world.

Using appropriate theory and practice, you will design an automated system, specify and select components and demonstrate its functionality.

You will apply the theory and develop practical skills through a mixture of lectures, tutorials, and practical laboratory work.

You will be assessed by a group presentation, where you will investigate a commercial system. You will design, manufacture, and demonstrate a functioning automated system.

Students who successfully complete this module will be able to:

- Critically appraise commercial automated systems.
- Review the components and control of automated systems.
- Demonstrate the ability to implement an automated system.

Farm Business Operations and Planning

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact Professor Andy Wilcox

This module builds on the introductory techniques incorporated in the Farm Business Management with marketing module. Taking account of the wider global issues and drivers' impacting on the supply demand price dynamics of UK farming, the module aims to that you fully appreciate the complex inter-relationships that exist within a farm system, thus enabling you to understand the impact of system changes on profit, cash, and equity. It will equip you with the necessary skills to plan and allocate overhead resources – thus allowing the decision of enterprise mix to include considerations beyond the scope of a marginal costing system. Finally, the module will consider alternative means of expanding the farm business using joint ventures.

Leadership and the Role of Professional Services in Farm Business Management

Year of study 2
Code HF
Credits 20
Core/option Core
Module contact Professor Andy Wilcox

This module is designed to develop the awareness and approach in three specific areas relating to development (planning), leadership and taxation.

The planning process has become increasingly important as farms have diversified away from their core agricultural enterprises and this module aims to develop a sound understanding of the process in general and those aspects specific to land-based businesses.

As prospective employees and managers in the business world, it is essential that you understand effective management of people. This module is therefore designed to develop an understanding of human motivation and management style, the responsibilities of employer and employee and an appreciation of

how to manage effective interpersonal relationships at work.

Taxation implications have consequences on the decisions made on farm, both on an annual basis and in the longer term. While not expecting land and farm managers to have expertise in taxation, managers require sufficient understanding to appreciate when the services of a taxation professional is needed.

Group work and digital activities particularly will develop the graduate skills required for the rapidly changing workplace environment.

Elective module UG

Year of study 2
Core/option Core

Choose one from the list of available electives

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.

Professional Team Project

Year of study 4
Code HF
Credits 10
Core/option Core
Module contact Professor Andy Wilcox

In the Agriculture sector you are expected to work both independently and as part of a wider team to provide solutions to industry problems.

In this module, you will build upon the teamwork and self-reflection skills developed during your Skills for Agriculture module at Level 4 as well as your Placement period. This module aims to provide you with an opportunity to work with students from across the Agriculture discipline, as part of a project team to deliver on a range of industry-related outcomes. During this project, you will be expected to demonstrate effective and professional behaviours and be able to reflect on your abilities and actions throughout the process. You will be supported by a mentor who will provide guidance around the agreed project title and outcomes which will address a practical problem in your field of study.

Global Perspectives in Agriculture

Year of study 4
Code HF
Credits 10
Core/option Core
Module contact Louisa Dines

Global agricultural systems are required to provide sufficient food and nutrition for a rapidly growing population whilst simultaneously being required to maintain, if not improve ecosystems and mitigate climate change. Against the backdrop of these significant ongoing challenges which agricultural production systems will need to address, there can also be more immediate, unexpected challenges to food production and supply. These could include animal disease outbreaks, crop failures, social trends and/or unrest and economic crises around the world. Alternatively, new technologies may emerge which could transform agriculture if implemented appropriately. In this module, you will be exposed to both external and internal speakers on current challenges and opportunities and be encouraged to engage in informed debate on these issues. This module is designed to retain the flexibility to cover current issues at the time

of delivery and so the indicative content will necessarily change over the period for which it is validated.

Management of Agricultural Systems

Year of study 4
Code HF
Credits 20
Core/option Core
Module contact Professor Andy Wilcox

Previously considered to be integrated land management, Regenerative Agriculture is the topical nomenclature for the agricultural production processes covered in this module. The module is intended to cover the science and the practical farming applications at farm system level and builds on the level 5 modules Agriculture and its Natural Resources and Applied Crop and Livestock Production Systems. This module focuses on appropriate agronomic and husbandry of whole farm systems.

For decades, it could be argued that agricultural technologies have provided solutions to problems faced by farmers. Rather than focus on the problems this module will consider the causes of problems and seek agronomic solutions. The module will cover four key themes: effective water cycles; mineral cycles; ecosystem dynamics and energy capture. It will address the challenges of climate change, net zero as well as the animal behavioural and welfare expectations of consumers.

Management of farming practices and systems to enhance the soil biosphere is a core component of this module, to support the sustainable performance of crops and livestock utilising the land. These management practices will address the wider challenges of nutrient leaching; sedimentation of water courses; increased reliance on energy-dependent agrochemicals and inorganic fertilisers and routine medication in livestock systems.

Farm Business Case Study

Year of study 4
Code HF
Credits 20
Core/option Core
Module contact Professor Andy Wilcox

The ability to assess and subsequently plan a whole farm business, which integrates technical, business, and managerial aspects is a key 21st century skill. This project-based module aims to bring together earlier farm business management teaching together with the knowledge gained from technical subject areas and apply these to an industry-based, real-life agricultural business. Students are expected to apply this accumulated knowledge and skill to solve complex, inter-related farm business challenges and opportunities to create a viable and sustainable farming business including if required, the option to diversify. The move towards such "diversified" enterprises is not without its difficulties, and in particular, the need for traditional commodity-based producers to acquire and develop new business skills. These include such areas as identifying a gap in the market, innovation, understanding customers and competitors, promotion and marketing, financial risk and associated legal matters.

Farm Business Strategy

Year of study 4
Credits 15
Core/option Core
Module contact Martin Wilkinson

Successive UK Governments have promoted issues of resilience and competitiveness in agriculture. Aligned with similar EU objectives set out in the context of the Common Agricultural Policy reform, it seems clear that individual farm businesses need to develop and implement plans capable of delivering competitive advantage and meeting the long terms personal and business goals of the owners.

This module is designed to introduce students to concepts and principles of strategic management. It

explores the meaning and value of mission and vision statements; techniques for assessment of the wider business environment, in the context of the mission (purpose of the business) and culminates in formulation of a strategy to deliver the vision.

The module addresses longer term business development typically over a timeframe 10 to 20 years or more. The module is set in the context of sustainable production systems designed to meet the market requirements of the supply chain. It addresses the external drivers affecting the industry and the planning techniques used to incorporate the external drivers in to the strategic plan.

Honours Research Project - Agriculture

Year of study 4
Code HF
Credits 40
Core/option Core

The Honours Research Project allows you to consolidate and utilise learning from your taught modules in the design, implementation and reporting of an original research project in an aspect of your degree subject area that is of interest to you, appropriate to your area of study, and that will be of use to you in your learning and career development. You will select a topic aligned with your specific course and will, in conjunction with a supervisor, design, carry out, analyse, and present your research. This module will develop your research skills and puts you at the centre of your own learning and development. Within this module, you will undertake research study design but will also evaluate the ethical and health and safety aspects of your project and will design knowledge transfer material for the dissemination of your research proposal and findings.