

|                        |                                         |
|------------------------|-----------------------------------------|
| Module code: MOD009803 | Version: 1    Date Amended: 01/Aug/2024 |
|------------------------|-----------------------------------------|

|                                                |
|------------------------------------------------|
| <b>1. Module Title</b>                         |
| Agribusiness Management for a Circular Economy |

|                          |
|--------------------------|
| <b>2a. Module Leader</b> |
| Robin Gowers             |

|                                                                  |
|------------------------------------------------------------------|
| <b>2b. School</b>                                                |
| Writtle School of Agriculture, Animal and Environmental Sciences |

|                                    |
|------------------------------------|
| <b>2c. Faculty</b>                 |
| Faculty of Science and Engineering |

|                  |
|------------------|
| <b>3a. Level</b> |
| 4                |

|                        |
|------------------------|
| <b>3b. Module Type</b> |
| Standard (fine graded) |

|                    |
|--------------------|
| <b>4a. Credits</b> |
| 15                 |

|                        |
|------------------------|
| <b>4b. Study Hours</b> |
| 150                    |

| <b>5. Restrictions</b>                             |             |             |           |
|----------------------------------------------------|-------------|-------------|-----------|
| Type                                               | Module Code | Module Name | Condition |
| Pre-requisites:                                    | None        |             |           |
| Co-requisites:                                     | None        |             |           |
| Exclusions:                                        | None        |             |           |
| <b>Courses to which this module is restricted:</b> |             |             |           |

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

Circular economies have been explored for many years however vested interest has always got in the way. "Productivity isn't everything, but, in the long run, it is almost everything. A country's ability to improve its standard of living over time depends almost entirely on its ability to raise its output per worker." Paul Krugman, economist. One of the greatest stories ever told is that of economic growth and how our lives have been transformed by it. The main activity of businesses is to transform inputs into outputs. How they do this is analysed. The role of business within society is also questioned. Should business have more than just profit as an aim?

This course looks at how businesses and nations have organised, managed and used their scarce resources in the past. It will familiarise students with different schools of thought and introduce students to the work of key players in the history of business. It looks at how their ideas have changed the world and our lives. We will consider production capacity/borrowed acres, embedded water/import, productivity/at what environmental and social cost. How do you capture the true value/costs of production?

The course will expose students to business terminology, concepts, and current business practices. It will help establish a viable business vocabulary, foster critical and analytical thinking, and refine students' business decision-making skills. Delivery will introduce the concept of a circular economy with direct and coordinated connections with other level 4 modules to allow students to benefit from project work and the case study of the College estate to consolidate learning.

This module provides students with the opportunity to develop commercial awareness especially in the context of project work using the College estate or its equivalent with the capacity to plan and manage this project through to completion. This will require problem solving and analytical skills that draws on data to inform decision making. Through this module, students can demonstrate effective team work which uses interpersonal skills, shows cultural awareness, competent time management, personal responsibility and organisational adaptability. The ability to show initiative and communicate their ideas and concepts will be important.

### 6b. Outline Content

The module will show how businesses have impacted our lives and society as a whole (for both good and bad). The module will relate the study of resource allocation ideas of the past with current debates and discussions on the unfolding events of the present. It will discuss the debate over what the role/s of business should be and how certain aims can conflict with the good of society as a whole. Students will be asked to consider how they view business and why they favour certain businesses. The different types of businesses will be reviewed. Through readings and international case studies students will explore a wide range of topics in contemporary business and management: what motivates people to work and trade; what attracts customers and how do you retain them; how economic crises affect businesses; and ethical challenges in business and management.

Upon successful completion of this course students will be able to:

- identify foundational business practices
- describe economic indicators
- identify positive and negative impacts of business on society
- identify and explain current business and economic trends
- use economic indicators to predict where a business is heading in the business cycle
- describe global trade trends
- identify factors affecting the success of businesses

**6c. Key Texts/Literature**

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

**6d. Specialist Learning Resources**

None

**7. Learning Outcomes (threshold standards)**

| No. | Type                        | On successful completion of this module the student will be expected to be able to:                              |
|-----|-----------------------------|------------------------------------------------------------------------------------------------------------------|
| 1   | Knowledge and Understanding | Understand key models and concepts of the development of business aims and its role in society                   |
| 2   | Knowledge and Understanding | Understand scholarly articles concerning the role and business and business strategy development                 |
| 3   | Knowledge and Understanding | Understand the impact that the ideas covered have had on world development, the current situation and the future |

**8a. Module Occurrence to which this MDF Refers**

| Year   | Occurrence | Period                                      | Location | Mode of Delivery |
|--------|------------|---------------------------------------------|----------|------------------|
| 2026/7 | ZZF        | Template For Face To Face Learning Delivery |          | Face to Face     |

**8b. Learning Activities for the above Module Occurrence**

| Learning Activities            | Hours | Learning Outcomes | Details of Duration, frequency and other comments |
|--------------------------------|-------|-------------------|---------------------------------------------------|
| Lectures                       | 45    | 1-3               | Lecture and tutorial based sessions               |
| Other teacher managed learning | 0     | None              | None                                              |
| Student managed learning       | 105   | 1-3               | Self Directed Learning                            |
| TOTAL:                         | 150   |                   |                                                   |

| 9. Assessment for the above Module Occurrence                                                                                                                                                                  |                   |                   |               |                         |                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------|---------------|-------------------------|---------------------|
| Assessment No.                                                                                                                                                                                                 | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 010                                                                                                                                                                                                            | Coursework        | 1-2               | 50 (%)        | Fine Grade              | 30 (%)              |
| <b>Report (1500 Words) - Report on a leading business analyst, their key ideas and the impact that they have had.</b>                                                                                          |                   |                   |               |                         |                     |
| Assessment No.                                                                                                                                                                                                 | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 011                                                                                                                                                                                                            | Practical         | 1,3               | 50 (%)        | Fine Grade              | 30 (%)              |
| <b>Case Study Exam (4 Hours) - Time constrained, on-line open book assessment, typically using a case study, project or management plan of the estate. Typically, a take home exercise of approx. 4 hours.</b> |                   |                   |               |                         |                     |

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7\*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[\* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]