

Module code: MOD011206	Version: 1 Date Amended: 17/Jun/2025
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1. Module Title
Business Consultancy Project

2a. Module Leader
Henry Matthews

2b. School
Writtle School of Agriculture, Animal and Environmental Sciences

2c. Faculty
Faculty of Science and Engineering

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

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

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module provides an opportunity to consolidate the business knowledge and concepts acquired through years one and two of the course to integrate and apply this to a current business situation / case study or commissioned study. The module will develop an understanding of the complexity of the decision-making process and the factors that contribute to opportunities and constraints in a business environment. It draws on principles of systems theory and interdisciplinary assessment of situations and problems. It critically examines contemporary models in sustainable development and circular economics including the use of renewable energy and natural resources. A systems perspective is adopted, which draws on cross-modular content to gain a deeper insight into working within a business environment and socio-political, economic, environmental and technological factors that shape developments; its design provides wide ranging synthesis. Students will be exposed to the realities of business life and the need for creative solutions derived from advanced problem-solving skills. It will require defence of proposed policies and strategies and show pragmatism in the planning process. On completion of this module the students will be able to present a real world business plan which meets commercial objectives. Consultation collaboration, and the skills needed to establish and maintain a commercial relationship with an organisation/customer will be required. Students will need to take a multi-disciplinary approach to ensure work provides value to the organisation /customer.

6b. Outline Content

BUSINESS PERFORMANCE: identifying and quantifying the resources employed; analysis and interpretation of a business/ organisation's strengths and weaknesses.

SWOT analysis; calculation of efficiency factors; analysis and conclusions.

PLANNING: the difference between strategy, tactics and operations. Students will contact a real client to perform a piece of consultancy work for them. Students will be required to find the client, prepare a short brief which they will share with other members of the group and staff during the semester.

Students will then carry out the piece of work with the support of staff and the client.. Students will create a Business/feasibility or similar plan which might include where appropriate

- Description of the business and its products and services .
- The target market and how that market is reached
- The costs associated with the business and how these are met.
- Operations management including human resource management
- Finance. Trading Profit and Loss, Balance Sheets Cash Flow forecasts
- Competitors.

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	Evaluate an agricultural business and the environment in which it operates
2	Knowledge and Understanding	Critically review the strategic options, opportunities, feasibility and sustainability of an agricultural business
3	Intellectual, practical, affective and transferrable skills	Analyse, propose, and evaluate objectives using critical success factors and recommendations to demonstrate an integrated sustainable approach
4	Intellectual, practical, affective and transferrable skills	Produce a professional report or plan addressing specific problems and issues encountered in practice by a business or organisation.

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	36	1-4	Trimester 1 Weekly 3 hour taught sessions
Other teacher managed learning	36	1-4	Trimester 2. Individual /group tutorials 12 x 3 hours
Student managed learning	228	4	Self-managed learning and research on the business, its operational environment and wider agricultural / agri-food context to feed forward towards completion of the assessment
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Report and presentation					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Identification and outline of issue to be resolved (1000 words)		30 (%)	All
010/2	Presentation (15 minutes)		30 (%)	
010/3	Final Report (3500 words)		40 (%)	

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]
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