

## ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

<i>Sheet updated: September 2011</i>		
<b>Module code</b> 4077	<b>Module title</b> Wine Business Planning	<b>Module leader</b> Stephen Thomas
<b>School which owns module</b>	School of Business	
<b>Programme(s) to which module belongs</b>	MBA Wine Business Management (core)	
<b>Module level</b> 7	<b>Module credits</b> 7.5	<b>Pre-requisites</b> None
<b>Minimum study time</b> 75 hours	<b>Contact hours within study time</b> 20	<b>Teaching period</b> January – April
<p><b>Module content</b></p> <p>The module is student-led learning. Students will receive input in relation to writing a business plan or conducting a feasibility study and will have the opportunity to visit the farm in question. This is a 'live' case as the farmer is considering such a diversification so regular contact between the farmer and the students is necessary.</p>		
<p><b>Module outcomes:</b></p> <p>To achieve credit for this module, students must be able to:</p> <ol style="list-style-type: none"> <li>1. Evaluate a wine business by analysing data relating to its current performance and identifying its strengths and weaknesses.</li> <li>2. Demonstrate independence of thought and the ability to work effectively independently by producing a business plan to a standard acceptable for securing credit to finance.</li> <li>3. Communicate effectively to produce a business plan report and defend through interview.</li> </ol>		
<b>Assessment</b>	<b>Description</b>	<b>Weighting</b>
<b>Coursework</b>	Business plan or feasibility study	100%
<p><b>Key texts:</b></p> <p>Students should be familiar with the content of at least one of the following:            Blackwell, E. (2008). <i>How to Prepare a Business Plan</i>. (5<sup>th</sup> edition). Kogan Page.            Finch, B. (2006). <i>How to Write a Business Plan</i>. (2<sup>nd</sup> edition). Kogan Page.</p>		