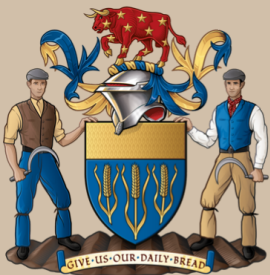




Royal
Agricultural
University

Advanced Course in Agricultural Business Management (ACABM)

The industry's leading development
programme for business owners
and senior managers.



This course, delivered by the RAU for the Worshipful Company of Farmers, is designed for individuals looking to develop their capacity to understand, manage and grow their business. Combined with online interaction, this two-week intensive residential immersion will heighten your skills and enable you to:

- develop your business strategy and operational planning, and your understanding of both internal and external business environments
- manage, lead and deliver team performance
- undertake investment appraisal, identifying and analysing opportunities for future investment and business growth
- recognise the requirements of lenders when assessing funding proposals
- understand the routes to market, marketing strategies, brand development and brand positioning, and to achieve family and management succession

"What most delegates will want to tell you about is 'the journey'. The journey is a fascinating one. Towards the end, there is such a strong commitment and team ethic between the group. The environment created by the team at the RAU is carefully structured, with a professionally light touch, enabling an organic growth of trust and bonding between individuals."

Course Delegate



The programme structure provides the opportunity to interact with influential business leaders, to apply and develop concepts through case studies, and share experiences with other delegates through peer discussion and review.

Over 1,200 previous delegates have included farmers, farm managers, estate owners/managers, land agents and management advisers as well as rural business owners and managers from across the land, rural and food chain sectors.

"Fantastic. I have learnt so much. It is, without doubt, the best course in terms of organisation, participation and depth of subjects covered, I have ever had the privilege to attend. The next stage is to take what I have learnt and bring it into context for the business I manage. In time I believe the course will have a significant impact on how I move forward with my life and my continued career progression."

Course Delegate

Advance your career.
Book your place today.
Course Dates:
13-26 November 2022