



Advanced Course in Agricultural Business Management (ACABM)

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



"Do I expect this course to change my life? Yes. I have no doubt that I will look back and remember that it gave me the Focus, Confidence and Direction which will put me on a different trajectory to the one I was on before. Quote after quote inspired thought and changed or challenged perception but perhaps the most relevant for businesses and individuals is: 'In a volatile world, be the best that you can be.' This course will help you do that."

2016 Delegate



Royal
Agricultural
University

Advanced Course in Agricultural Business Management (ACABM)



Course Outcomes

This course, delivered by the Royal Agricultural University for the Worshipful Company of Farmers', is designed for individuals seeking to develop their capacity to understand and manage their own business. This three-week residential course enables you to heighten your skills to:

- develop business strategy and operational planning, understanding both internal and external audiences
- 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
- achieve effective family and management succession

The programme structure provides the opportunity to interact with influential business leaders, 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 in addition to rural business owners and managers from across the land, rural and food chain sectors.

"The ability to bring together over forty industry-leading speakers on a range of topics for one course is amazing. The willingness of those speakers to give so much of their experience, expert knowledge and time, whilst being challenged by us, made the course."

2019 Delegate

**Advance your career.
Book your place today.**

Course dates:

14 November 2021 -
3 December 2021.

For more details and how to apply, contact us via:

E: professional.development@rau.ac.uk | rau.ac.uk/study/wcf