



Advanced Course in Agricultural Business Management (ACABM)

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



"From the start it was clear that the ACABM programme would change me more than any course description could do justice to, and this change happened with a group of people who not only wanted to improve themselves, but also to improve and support each other. The expression, "the group is greater than the individual" is certainly true of our group."

Delegate, 2019



Course Outcomes

This Advanced Course taught at the Royal Agricultural University is designed for individuals seeking to develop their capacity to understand and manage their own business. This three-week residential course enables you to develop 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
- understand 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 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.

"Since then, as a group, we have only become stronger, sharing the ups and downs of business life. The support we have all received from each other means that the course hasn't finished and is unlikely to finish in our lifetime."

Delegate 2019

Advance your career -
book your place today.

Course dates:
**15 November 2020 -
4 December 2020**

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

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