



# Advanced Course in Agricultural Business Management (ACABM)

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



*"The course has enabled me to expand my world massively, by giving me the confidence, skills and opportunity to do things I had never even considered... I cannot thank the WCF enough."*

PETER CRAVEN, DELEGATE



## Course Outcomes

**This Advanced Course is designed for individuals seeking to develop their capacity to understand and manage their own business.**

A three-week residential course, it enables you to develop your skills to:

- develop business strategy and operational planning, understanding both internal and external influences
- 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, and rural business owners and managers from across the land, rural and food chain sectors.

Advance your career – book your place today

Course dates:  
10-29 November 2019

For more details and how to apply, contact us via: [www.rau.ac.uk/study/wcf](http://www.rau.ac.uk/study/wcf)

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