

MODULE SPECIFICATION FORM

Module Title: Professional Practice	Level: 6	Credit Value: 20
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Module code: ARA607	Cost Centre: GAAA	JACS3 code: K340
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Trimester(s) in which to be offered: 2	With effect from: October 2014
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Office use only: To be completed by AQSU:	Date approved: October 2014
	Date revised: -
	Version no: 1

Existing/New: New	Title of module being replaced (if any):
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Originating Academic Department: Creative Industries	Module Leader: Michelle Wake
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Module duration (total hours): 200	Status: core/option/elective Core (identify programme where appropriate):
Scheduled learning & teaching hours: 60	
Independent study hours: 140	
Placement hours: N/A	

Programme(s) in which to be offered: BA (Hons) Garden Design	Pre-requisites per programme (between levels): None
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Module Aims:

This module enables students to develop of a range of skills suitable to and preparing for a future as a self-employed garden designer.

- To prepare students for their professional future in terms of their practice and business skills

- To enable students to understand the complexities of legally binding contracts and planning/land law issues
- To enable students to quantify and cost a complete project, providing a reference for future work

Intended Learning Outcomes:

At the end of this module, students will be able to

1. Prepare and use a bill of quantities, emanating from their own design work and cost a complete project considering labour and hire charges alongside prime cost sums and analyse the outcome in terms of budgetary constraints (KS10)
2. Analyse the challenge of the costing process enabling them to justify the outcome and reflect upon the impact on their design work (KS1)
3. Use and refer to the JCLI form of agreement as a standard form of contract applied to their future work and prepare a business plan and cash flow forecast for a new business venture (KS8)
4. Understand and differentiate between the options available in running a practice and calculate professional fees appropriate to the kind of work and size of contract in hand (KS8)

Key skills for employability

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self-management)*
10. *Numeracy*

Assessment:

Students will be required to present a portfolio demonstrating their understanding and applications of costings, contract documentation, business plan including cash flow forecasts for their design work and future employment.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	All	Written report	100%		5000

Learning and Teaching Strategies:

The majority of teaching in this module is lecture based although some open up into workshop sessions in which students can explore and analyse comparative systems and approaches in relation to marketing, fee estimating and contract.

Studio based teaching concentrates on the development of detailed costings. Through this exercise, students learn how to quantify the raw materials that make up their designs and the labour and design support required in their realisation. There is also a requirement that students analyse the impact of their cost findings on the quality of their finished design – they are encouraged through group and individual studio discussion to provide solutions to reducing costs without necessarily reducing design quality.

Syllabus outline:

The introduction of business linked strategies, guidance and support specifically targeted to the field of garden design. The course also requires specific research in costing and quantifying skills and information relating directly to a previously prepared design.

Bibliography:**Essential reading:**

Brassington, F and Pettitt, S (4th Edition 2006) *Principles of Marketing*. Financial Times/Prentice Hall; ISBN 978-0273695592

Clamp, Hugh (2nd Revised edition, 1999) *Landscape Professional Practice*. Gower Publishing Ltd; ISBN 978-0566080715

Clamp, Hugh (2nd Revised edition 1995) *Spon's Landscape Contract Handbook: A guide to good practice and procedures in the management of lump sum landscape contracts*. Taylor & Francis; ISBN 978-0419183006

Kogan, Helen (Editor) The Daily Telegraph, (16th Revised edition, 2000) *Set Up and Run Your Own Business*. Kogan Page Ltd; ISBN 978-0749433086

Rose, Cynthia (1999) *Trade Secrets: Young British Talents Talk Business*. Thames & Hudson Ltd; ISBN 978-0500280836

Sergeant, G (2003) *In at the Sharp End: The Realities of Running a Small Business (Based on 50 Case Studies)*. Harbour Press; ISBN 978-0954626600

West, A. (3rd Edition, 1998) *A Business Plan: Build a Great Plan for the Growing Business*. FT Prentice Hall; ISBN 978-0273635628

Recommended reading:

Baker, Diane (2nd Edition 2001) *Running a Home Based Business*. Kogan Page Ltd; ISBN 978-0749436650

Barrow, Colin (6th Edition 2006) *Financial Management for the Small Business (Business*

Enterprise). Kogan Page Ltd; ISBN 978-0749445638

Barrow, C, Brown, R and Clarke, L (2nd Edition 2003) *The Business Enterprise Handbook*. Kogan Page Ltd; ISBN 978-0749441005

Carter, C and Jones-Evans, D (3rd Edition, 2012) *Enterprise and Small Business: Principles, Practice and Policy*. Pearson; ISBN 978-0273726104

Levinson, J (1994) *Guerrilla Advertising: Cost-effective Tactics for Small-business Success*. Houghton Mifflin Company; ISBN 978-0395687185

Lloyd, (1st Paperback Edition 1991) *Barclays Guide to Law for the Small Business (Barclay's Guides)*. Wiley-Blackwell; ISBN 978-0631173496

Lovejoy, Derek (4th Revised edition 1997) *Spon's Landscape Handbook*. ISBN 978-0419204909

Marcello, M. Myerson, J. (2nd Revised edition, 1996) *How to Run a Successful Multi-disciplinary Design Company: The Story Updated*. Booth-Clibborn Editions; ISBN 978-1873968796

Online

http://www.gre.ac.uk/__data/assets/pdf_file/0005/623156/Professional-Studies-Colin-Moore-Contracts-What-Ifpdf.pdf

<http://www.sgd.org.uk/jcli-garden-construction-contract-and-consultancy-agreement.aspx>

<http://www.landscapeinstitute.co.uk/knowledge/JCLI.php>

<https://www.gov.uk/write-business-plan>

<http://www.barclays.co.uk/Startupsupport/Writingasmallbusinessplan/P1242559649359>