

BSc Rural Resource Management

UCAS code: D253

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Relevant QAA benchmarking group:	Not available
Relevance and applicability:	For students entering Part 1 in 2002
Programme length:	3 years
Date of current specification:	April 2004
Programme Director:	Dr P T Dorward
Board of Studies:	Rural Resource Management

Summary of programme aims

The programme aims to develop an understanding of the rural sector and its main components and an appreciation of appropriate management methods.

Transferable key skills

The University's Strategy for Teaching and Learning has identified a number of generic transferable skills which all students are expected to have developed by the end of their degree programme. In following this programme, students will have had the opportunity to enhance their skills relating to career management, communication (both written and oral), information handling, numeracy, problem-solving, team working and use of information technology.

This degree course aims to supply the student with a number of specific transferable skills which will be delivered within the modules listed:

- Communicate ideas, arguments and information using appropriate means
- Use problem-solving skills in a range of professional and practical situations.
- Take charge of Personal Development Planning
- Identify goals and plan and manage time to achieve them
- Use and apply up to date IT
- Work in teams to perform a variety of tasks.

Programme content

The profile which follows gives compulsory modules, together with a list of modules from which students can choose (optional modules). Students will choose from these optional modules, avoiding timetable clashes and with guidance from their tutor or programme adviser, to make 120 credits in each 'part' of the degree.

Part 1 (three terms)

Compulsory Modules (60 credits)

		Credits	Level	Term
AP1A10	Countryside and the Environment	10	C	2

AP1EB1	Business Management and Marketing 1	20	C	1 & 2
AP1A07	Rural Resource Management in Practice	10	C	1, 2 & 3
AP1EE3	Economics 1A	10	C	1
AP1EQ2	Market & Data Analysis 1A	10	C	1

Optional Modules (60 credits to be chosen from)

*AP1A02	Intro to Agricultural & Food Systems	10	C	1
AP1A11	Biology and Production of Crop Plants	10	C	2
AP1A03	Intro to Livestock Production Systems	10	C	1
AP1EF1	The UK Food Chain	10	C	1
AP1EQ1	Market & Data Analysis 1	20	C	1 & 2
PS1HJB	Intro. to Landscape Management	20	C	1, 2 & 3
PS1HN1	Plant Ecology and the Landscape	10	C	1
+BI1M10	Biodiversity	10	C	1
AM1S10	Introduction to Biology	10	C	1
+BI1Z10	Ecology	10	C	2
+BI1Z11	Community Ecology	10	C	3
AP1EE1	Economics 1	20	C	1 & 2
+SS1C1	Soil Use and Management	10	C	1
ID1DEV	International Development: Global & Local Issues	10	C	2
IWLP	Institution Wide Language Programme	20	C/I	1 & 2

Or up to 20 credits from suitable modules available across the University

Modules marked * are highly recommended for RRM students. Modules marked + are open to students with suitable science qualifications. AP1EQ2 consists of the first half of AP1EQ1 and can be taken as a separate module in term 1. Likewise AP1EE3 consists of the first half of AP1EE1.

Part 2 (three terms)

Compulsory Modules (70 credits)

		Credits	Level	Term
AP2SB1	Business Management	10	I	4
AP2SB2	Financial Management	10	I	5
AP2A37	Countryside Management	10	I	5
AP2A29	Applied RRM with CMS	10	I	3, 4 & 5
AP2EQ1	Research Methods & Data Analysis	10	I	4
AP2EV1	RRM Field Course 1	10	I	3
AP2ER1	Rural Sociology	10	I	4

Optional modules (50 credits to be chosen from)

		Credits	Level	Term
*AP2EB3	Management of Non-Profit Organisations	10	I	5
*AP2EP2	Agricultural and Rural Policy	10	I	5
*AP2EE3	Environmental Economics 1	10	I	4
*AP2A26	Forestry and Woodlands	10	I	4
AP2EM1	Marketing Management	10	I	5
SS2D5	Sustainable Land Management	10	I	5
*PS2BC5	Ecol Aspects of Environmental Assessment	10	I	5
+PS2BC4	Plants & the Environment	10	I	4
RE2TVR	Taxation & Valuation	10	I	5
AP2EE1	Economics II	20	I	4 & 5
AP2EP1	Policy Analysis 1	10	I	4
AP2EC1	Consumer Behaviour	10	I	5
=AP2A32	Arable Crop Protection	10	I	5
AP2A35	Animal Health and Welfare	10	I	5
AP2A36	Animal Production	10	I	5
AP2A38	Organic Farming	10	I	4
=AP2A25	Grassland Management	10	I	4
AP2A33	Agricultural Machinery & Buildings	10	I	4
AP2A31	Farm Business Administration	10	I	4
*AP2A39	Environmental Regulations and the Farm Business	10	I	5
AP2A5	IT and e-business in Agriculture	10	I	4
IWLP	Institution Wide Language Programme	20	C/I	4 & 5

Or up to 20 credits from suitable modules available across the University

Modules marked * are recommended for RRM students. Modules marked + are open to students with suitable science qualifications or who have completed appropriate modules in Part 1. Modules marked = are open to students who have taken the module 'Introduction to Basis of Crop Production' in part 1.

Part 3 (three terms, 120 credits) 2004/5

Compulsory Modules (70 credits)

		Credits	Level ¹	Term
AP3A43	RRM Dissertation Module	40	H	6, 7 & 8
AP3A56	Business Management (Planning Methods)	10	H	7
AP3A71	RRM Field Course 2	10	H	6
AP3EP3	Rural Policy and Countryside Planning	10	H	7

Optional modules (50 credits)

¹ Level: C = Certificate, which is Part 1 level, I = Intermediate, which is Part 2 level, H = Higher, which is Part 3 level

		Credits	Level	Term
AP3A39	Business Management (Business Control)	10	H	8
AP3A40	Rural Systems Modelling	10	H	7
AP3A44	Rural Environment & Sustainability	10	H	8
AP3A45	Agricultural Systems in the Tropics	10	H	7
AP3A47	Cereal Management & Marketing	10	H	7
AP3A54	Business Management (Case Studies	20	H	7&8
AP3A55	Business Management (Principles of Managerial Economics)	10	H	7
AP3A64	Human Resource Management	10	H	8
AP3A65	Farm Animal Welfare	10	H	7
AP3A66	Horses, Cats and Dogs	10	H	7
AP3A68	Wildlife in the Farming Environment	10	H	8
AP3A74	Business Entrepreneurship	10	H	8
AP3A75	Equine Management	10	H	6
AP3EB1	Business Strategy	10	H	8
AP3EE1	Economic Aspects of the Food Supply Chain	10	H	7
AP3EM1	Marketing Strategy	10	H	7
AP3EM2	Marketing Research Methods	10	H	8
IWLP	Language Programme	20	H	7 & 8
PS3BC8	Conservation & Biodiversity	10	H	8
PS3HJ7	Landscape Management Systems	10	H	7
PS3HJ8	Landscape Management Techniques	10	H	8
RE3AGL	Agricultural Law & Valuation	20	H	7 & 8
RE3EFB	Estate Finance & Business Management	20	H	7 & 8
RE3MRR	Managing Recreation on the Rural Estate	10	H	7
RE3FOR	Forestry	10	H	7

Progression requirements

To proceed from Part 1 to Part 2 it is necessary to have obtained an overall average for Part 1 of at least 40% and an average of 40% for compulsory modules. A mark of at least 30% must be achieved in every module.

To proceed from Part 2 to Part 3 it is necessary to have obtained an overall average for Part 2 of at least 40% and at least 40% in the compulsory modules. A mark of at least 30% must be achieved in every module.

Summary of teaching and assessment

Teaching is organised in modules which involve a range of teaching approaches but mainly lectures, seminars and individual and group project work. Modules are assessed by a mixture of coursework and formal examination. The dissertation is assessed only as coursework.

Admission Requirements

Entrants to this programme are normally required to have obtained:

Grade C in GCSE English and Maths and in Biology or Chemistry (or Combined Science) if they are not taken at A2 or AS level; and achieved

UCAS Tariff: 240 points or

International Baccalaureat: 29 points or

Irish Leaving Certificate: BBBCC

HND Candidates who have achieved good results can be exempted from the first year of the course allowing them to obtain an Honours degree in two years. BTec and OND applicants with good results will be considered as will mature applicants with unconventional qualifications. The University will consider evidence of Key Skill attainment in making offers.

Admissions Tutor: Dr Peter Dorward

Support for students and their learning

University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@IL) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.

Career prospects

In recent years students following this programme have gone on to a wide variety of careers, predominantly but not exclusively, connected with the rural economy and the countryside. These include business and management related careers (e.g. with agricultural or rural businesses and consultants), chartered surveying, accountancy, and as advisers and practical managers working for countryside organisations such as the Rural Development Commission and the Farming and Wildlife Advisory Group.

Opportunities for study abroad

Students can spend a term in Part 2 at one of several European universities with whom the university has exchange arrangements. Students on the course can also take a year out (between Parts 2 and 3) obtaining work experience in the UK or elsewhere.

Educational aims of the programme

The programme aims to provide a thorough degree-level education in Rural Resource Management, with emphasis on principles and methods for management alongside key skills in IT and personal communication.

Programme Outcomes

Knowledge and Understanding

<p>A. Knowledge and understanding of:</p> <ul style="list-style-type: none">• The rural sector and its main components• Methods and techniques for studying the above• Factors and processes influencing the rural sector and its main components• Management functions and methods relevant to businesses and the countryside	<p>Teaching/learning methods and strategies</p> <p>Knowledge is gained through a combination of lectures, fieldwork and individual and group project work. Compulsory modules ensure that knowledge is built on progressively throughout the course. Students can specialise in rural business management, countryside management, or estate management (or a combination) through their choice of optional modules.</p> <p><i>Assessment</i></p> <p>Most knowledge is tested by coursework (including project work) and formal examination. Presentations and the final year dissertation contribute.</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Skills and other attributes

<p>B. Intellectual skills – able to:</p> <ul style="list-style-type: none">• Obtain and synthesise information from relevant sources to develop an understanding of theory and practice• Critically evaluate theories, concepts and methods• Critically evaluate and apply management techniques for a variety of functions in relation to businesses and the countryside• Develop informed, logical and justified opinions on issues related to the rural environment	<p>Teaching/learning methods and strategies</p> <p>The first two intellectual skills listed are developed through a combination of lectures and project work. The second two intellectual skills are developed though the same means and by problem solving project work. The final dissertation combines all four intellectual skills. Emphasis on independent learning is encouraged from Part I of the programme.</p> <p><i>Assessment</i></p> <p>These skills are tested by coursework (including project work) and formal examination. Presentations and the final year dissertation contribute.</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>C. Practical skills – able to:</p> <ul style="list-style-type: none"> • Apply appropriate business management approaches and methods • Develop a conservation management plan • Design and implement an individual investigative or research project • Logically analyse data • Construct reports using appropriate IT 	<p>Teaching/learning methods and strategies</p> <p>Throughout the degree programme students are expected to carry out a variety of individual and group projects within specific modules as well as the final year dissertation. In addition to locally based field work and visits, the degree programme contains two week-long field trips further afield where students investigate a variety of issues.</p> <p><i>Assessment</i></p> <p>These skills are mainly assessed by coursework (particularly project work) and the final year dissertation. Some modules involve the "commissioning" of reports which are then partly assessed by professional in the field (e.g. a local planning officer).</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>D. Transferable skills – able to:</p> <ul style="list-style-type: none"> • Communicate ideas, arguments and information using appropriate means • Use problem-solving skills in a range of professional and practical situations • Take charge of Personal Development Planning • Identify goals and plan and manage time to achieve them • Use and apply up to date IT • Work in teams to perform a variety of tasks. 	<p>Teaching/learning methods and strategies</p> <p>Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. Examples of strategies include: seminars; individual and group project and investigative work; presentations and the final dissertation.</p> <p><i>Assessment</i></p> <p>Assessment of transferable skills is generally an integral part of the degree curriculum and is thus tested within modules from Part I through to Part III.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably expect to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in module and programme handbooks.