

**BSc (Hons) Agricultural Business Management
For students entering Part 1 in 2003**

UCAS Code: D4N2

**Awarding Institution
Teaching Institution**

The University of Reading
The University of Reading
Faculty of Life Sciences

Programme length:

3 years

Date of Specification:

March 2005

Programme Director:

Dr A P Bailey

Board of Studies:

Agricultural Business Management

Summary of programme aims and objectives

The BSc in Agricultural Business Management will provide students, through an appreciation of business management and agriculture, with the ability to pursue careers in commercial and practical management within agriculture and related industries.

The objectives of the degree are to:

- Develop the student's understanding of the economic, technological and organisational principles that underlie the practice of business management, particularly in the agricultural and rural sectors;
- Enable the students to learn how to apply such principles to the management of agricultural and other businesses;
- Develop the critical appreciation of the techniques and concepts available to assist effective execution of the business management function; and
- Develop the range of personal and transferable skills that are expected from 'Reading Graduates' for becoming successful managers, leaders, advisers and communicators.

Part 1 of the programme will provide the student with a foundation of core skills and knowledge. Part 2 will cover the more demanding aspects of business management and agricultural science. Part 3 will complete the formal education, with the dissertation as a major component.

Transferable key skills

The degree course aims to supply the student with a number of transferable skills. The skills will be delivered both within the modules listed as well as via other methods:

1. Communicate effectively, using a variety of means, with a wide range of individuals.
2. Use problem-solving skills in a range of professional and practical situations.
3. Manage change effectively responding to changing demands
4. Take charge of Personal Development and Career Planning
5. Manage time, prioritise workloads, recognize and manage personal emotions and stress
6. IT skills, including the use of the Internet resource.

The course will include both instructional and practice in these skills using a range of seminars, visits and case studies.

Programme content

The profile which follows comprises a number of compulsory units, together with a list of modules from which the students can choose (optional modules). Students will choose from the optional modules, avoiding timetable clashes, with guidance from their tutor or programme advisor, to make 120 credits in each 'part' of the degree. Most units are equivalent to 10 credits, except for the language option which is equivalent to 20 credits, and the dissertation in Part 3.

Part 1 (three terms 120 credits) 2003/4

Compulsory Modules (80 credits)

Credits Level Term

		Credits	Level	Term
AP1SB1	<i>Introduction to Management</i>	10	C	1
AP1EM1	<i>Introduction to Marketing</i>	10	C	2
AP1A02	<i>Introduction to Agricultural & Food Systems</i>	10	C	1
AP1EE1	<i>Economics I</i>	20	C	1 & 2
AP1EQ1	<i>Market and Data Analysis I</i>	20	C	1 & 2
AP1A08	<i>British Agriculture In Practice (Agric & ABM)</i>	10	C	1,2 &3

Optional Modules to be selected (guided choice, 40 credits)

AP1A10	<i>Countryside and the Environment</i>	10	C	2
AP1A11	<i>Biology and Production of Crop Plants</i>	10	C	2
IWLP	<i>Institution Wide Language Programme</i>	20	C/I	1&2
AP1EF1	<i>The UK Food Chain</i>	10	C	1
AP1EE2	<i>Applied Economics and Business Workshop</i>	10	C	2
ID1DEV	<i>International Development: Global & Local Issues</i>	10	C/I	2
	Another module available in Part I across the University (subject to timetable constraints)	10	C	

Part 2 (three terms 120 credits) 2004/5

Compulsory Modules (80 credits)

Credits Level Term

AP2A5	<i>IT and e-business in Agriculture</i>	10	I	5
AP2A19	<i>Technology of Livestock Production</i>	10	I	3 wks 8&9
AP2A20	<i>Field Course</i>	10	I	3 wk 10
AP2A27	<i>Visits and Reports (Agriculture and ABM)</i>	10	I	4,5&6
AP2A31	<i>Farm Business Administration</i>	10	I	4
AP2A39	<i>Environment and the Farm Business</i>	10	I	5
AP2SB1	<i>Business Management</i>	10	I	4
AP2SB2	<i>Financial Management</i>	10	I	5

Optional Modules to be selected (guided choice, 40 credits)

AP2A25	<i>Grassland Management</i>	10	I	4
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AP2A26	<i>Forestry and Woodlands</i>	10	I	4
AP2A32	<i>Arable Crop Protection</i>	10	I	5
AP2A33	<i>Agricultural Machinery and Buildings</i>	10	I	4
AP2A35	<i>Animal Health and Welfare</i>	10	I	5
AP2A36	<i>Animal Production</i>	10	I	5
AP2A37	<i>Countryside Management</i>	10	I	5
AP2A38	<i>Organic Farming</i>	10	I	4
AP2EB3	<i>Management of the Non-Profit Organisations</i>	10	I	5
AP2EE1	<i>Economics II</i>	20	I	4&5
AP2EE3	<i>Environmental Economics I</i>	10	I	4
AP2EM1	<i>Marketing Management</i>	10	I	5
AP2EP1	<i>Policy Analysis I</i>	10	I	4
AP2EP2	<i>Agricultural and Rural Policy</i>	10	I	5
AP2EQ1	<i>Research Methods and Data Analysis</i>	10	I	4
AP2ET1	<i>International Economics I</i>	10	I	5
IWLP	<i>Institution Wide Language Programme</i>	20	C/I	4&5
RE2TVR	<i>Taxation and Valuation</i>	10	I	4 or 5

Part 3 (3 terms 120 credits) 2005/6

Compulsory Modules (80 credits)

Credits Level Term

AP3A39	<i>Business Management (Business Control)</i>	10	H	8
AP3A54	<i>Business Management (Case Studies)</i>	10	H	7&8
AP3A55	<i>Business Management (Principles of Managerial Economics)</i>	10	H	7
AP3A56	<i>Business Management (Planning Methods)</i>	10	H	7
AP3A81	<i>Dissertation</i>	40	H	7&8

Optional Modules to be selected (guided choice, 40 credits)

AP3A40	<i>Geographic Information Systems & Simulation Modelling</i>	10	H	7
AP3A44	<i>Approaches to Sustainable Development</i>	10	H	8
AP3A45	<i>Agricultural Systems in the Tropics</i>	10	H	7
AP3A47	<i>Cereal Management and Marketing</i>	10	H	7
AP3A64	<i>Human Resource Management</i>	10	H	8
AP3A66	<i>Horses, Cats and Dogs</i>	10	H	7
AP3A67	<i>Animal Welfare</i>	10	H	7
AP3A68	<i>Wildlife in the Farming Environment</i>	10	H	8
AP3A74	<i>Business Entrepreneurship</i>	10	H	8
AP3A75	<i>Equine Management</i>	10	H	6
AP3A77	<i>Agronomy of Combinable Crops</i>	10	H	7
AP3EB1	<i>Business Strategy</i>	10	H	8
AP3EE1	<i>Economic Aspects of the Food Supply Chain</i>	10	H	7
AP3EM1	<i>Marketing Strategy</i>	10	H	7

AP3EM2	<i>Marketing Research Methods</i>	10	H	8
AP3EP1	<i>Regulation of the Food Industry</i>	10	H	8
AP3EP3	<i>Rural Policy and Countryside Planning</i>	10	H	7
IWLP	<i>Institution Wide Language Programme</i>	20	C/I/H	7&8
RE3AGL	<i>Agricultural Law and Valuation</i>	20	H	7&8
RE3FOR	<i>Forestry</i>	10	H	7
RE3MRR	<i>Managing Recreation on the Rural Estate</i>	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 at least 40% in the compulsory modules. There is a pass threshold of 30% in every module.

Part 2 Examination and Progression from Part 2 to Part 3

The Part 2 Examination is used to assess a student's suitability to proceed to Part 3 of their programme. It also determines eligibility for the Diploma of Higher Education.

In addition, the marks achieved in the Part 2 Examination contribute to the classification of your degree.

To gain a threshold performance at Part 2 a student shall normally be required to achieve: an overall average of 40% over 120 credits taken in Part 2 (of which not less than 100 credits should normally be at Intermediate level or above), and a mark of at least 30% in individual modules amounting to not less than 100 credits. In order to progress from Part 2 to Part 3, a student shall normally be required to achieve a threshold performance at Part 2, and achieve an average mark for Part 2 compulsory modules of not less than 40%.

If you gain a threshold performance at Part 2 and do not proceed to achieve a higher award, you are eligible to receive the award of Diploma of Higher Education.

Part 3 Examination

The classification of the degree will normally be based on the marks for Part 2 and Part 3 modules, weighted in a ratio of 1:2. Full details of classification conventions (that is, the rules for determining your final degree award) can be found in your Programme Handbook.

Summary of teaching and assessment

Teaching is organised in modules that typically involve lectures, seminars and practicals. Farm and business visits are undertaken, normally involving projects and problem solving case studies. Students are expected to attend a week long study tour in Term 3. Assessment of course work is undertaken via a range of methods including essays, presentations and short answer exams. Formal examinations take place in weeks 4 to 8 of the Summer Term.

Final assessment will be based on 33% Part II, 67% Part III and, if required a viva voce examination after the final year examinations.

Admission requirements

Candidates for this programme are normally required to have obtained: 240 points from A2 and AS Levels from a wide range of subjects. OND applications with good results in appropriate Agriculture and Business related subjects will be considered as will mature applicants with unconventional qualifications. HND candidates who achieved good results in HND Agriculture or Business Studies can be exempted from the first year of the course. A special arrangement with Sparsholt College allows selected students to complete an honours degree in 3 terms after studying at Sparsholt.

Admissions Tutor: Dr A P Bailey

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 three sites, holds over a million volumes, subscribes to around 4000 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 laboratories both for those students studying on a language degree and for those taking modules on the Institution Wide Learning Programme. Student Guidance and Welfare Support is provided by Personal Tutors, the Careers Advisory service, the University Special Needs Adviser, Hall Wardens and the Students Union.

Within the Department of Agriculture additional support is given through practical classes in IT. There is a Programme Director to offer advice on choice of modules within the programme.

Practical experience

Encouragement is given to students to gain experience in practical agriculture and rural businesses during vacations.

Career prospects

The Agricultural Business Management degree programme helps students to prepare for a wide range of careers in the agricultural industry and the rural sector. Job opportunities include: agricultural business management, consultancy and advisory roles, banking and accounting and other managerial positions in agriculture's ancillary activities.

Opportunities to study abroad

The Department of Agriculture encourages students, provided they have passed Part 2, to consider the possibility of studying abroad for a term or a year.

Educational aims of the programmes

The programme aims to provide a thorough degree-level education in Agricultural Business Management, with emphasis on the principles and methods of management and economic principles underlying agricultural production and land use, 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">• Farming systems in the UK and overseas• 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 rural businesses• The economic, technological and organisational principles that underlie business management	<p>Teaching/learning methods and strategies 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 and students can specialise in agricultural business management, estate management (or a combination) through their choice of optional modules.</p> <p><i>Assessment</i> Most knowledge is tested by coursework (including project work) and formal examination. Presentations and the final year dissertation contribute.</p>
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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 rural businesses• Develop informed, logical and justified opinions on issues related to the rural environment	<p>Teaching/learning methods and strategies The first two intellectual skills listed are developed through a combination of lectures and project work. The second two intellectual skills are developed through 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> These skills are tested by coursework (including project work) and formal examination. Presentations and the final year dissertation contribute.</p>
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<p>C. Practical skills – able to:</p> <ul style="list-style-type: none"> • Apply appropriate business management approaches and methods • Develop a business management plan • Design and implement a 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 and the final year dissertation. In addition to farm and business visits the degree programme contains two week long field trips further a field 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 (i.e. the local planning officer).</p>
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<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>
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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.