Rural Resource Management at Reading

Equipping you to manage the land, the countryside and the environment

A sample of Part 2 modules

Rural Resource Management Field Course 1
A one week residential course based in the Peak District or Pembrokeshire. You learn about the complexities of maintaining and managing specific resources and habitats e.g. moorland, rivers and coastal environments, and of balancing these with managing public access. You explore the history and management of a National Park and undertake practical field studies.

Options
You select five option modules from a wide range (18 modules) which include: Forestry and Woodlands; Organic Farming; Environment and the Farm Business; Ecological Aspects of Environmental Assessment; Sustainable Land Management; Marketing Management; Consumer Behaviour.

Business Planning and Control
Success in business is determined by how effectively an enterprise is planned and controlled to achieve the objectives set by management. Students learn the skills to set up procedures for the execution of plans and to control the progress of both on-going and new businesses.

Dissertation
In this module you develop your expertise on a subject of your choice as well as gain key investigation and communication skills required by many employers of graduates. Recent examples include: management options for a National Trust estate; how farmers can respond to CAP reform; diversification opportunities; public access, the role of livestock markets; trout river management and the local economy; environmental stewardship schemes.

Rural Resource Management Field Course 2
Based in Northumberland, the aim of this week is to explore a range of habitats and issues not found in the Reading locality. The study tour includes hill farming, forestry, heritage management, coastal management, fishing and river catchment management, mining and reclamation projects.

Rural Policy and Countryside Planning
This module outlines the development of the current framework of land-use planning in the UK and its impact on rural areas. The module identifies key rural issues and considers current UK rural policy as well as future policy options.

Rural Policy and Countryside Planning

Rural Resource Management Field Course 2

Options
You select four optional modules from a wide range (22 modules) which include: Managing the Recreational Estate; Wildlife Management; Conservation and Biodiversity; Landscape Management Systems; Agricultural Law and Valuation; Business Management (Case Studies); Entrepreneurship; Human Resource Management; Geographic Information Systems.

A sample of Part 3 modules

Rural Resource Management Field Course 1

Business Planning and Control

Dissertation

Rural Resource Management Field Course 2

Rural Policy and Countryside Planning

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Undergraduate Student Office
School of Agriculture, Policy and Development
University of Reading
Whiteknights
PO Box 217
Reading, RG6 6AR
Tel (0118) 378 8472
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What career opportunities are available?
Students who have completed the Rural Resource Management programme have gone on to careers as: land and estate managers; business consultants; conservation and environmental advisors; foresters; surveyors; bankers and others including entrepreneurs running their own businesses. Examples of employers include: Savills; National Trust; RSPB; Thames Water; and Andersons Farm Business Consultants.

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Nicki Duncan-Anderson
Rural land management specialist, Savills

‘A really enjoyable component of the course is the many interesting visits you get taken on allowing for learning outside the classroom.’
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Nicky Duncan-Anderson
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Rural Resource Management in Practice
A combination of visits to see and experience activities and organisations involved in managing the rural sector. These include the National Trust, various farms, and activities in the Chiltern Area of Outstanding Natural Beauty, covering energy and other forms of environmental conservation and business diversification. All students have the opportunity to undertake a long period of industrial training between Parts 2 and 3. Students return to university more focused and motivated.

Why Reading?
Reading prides itself on its reputation and past Rural Resource Management students have developed exciting and successful careers.

Introduction to Management
Organisations are increasingly looking to employ graduates with practical experience and the Rural Resource Management programme offers an ideal opportunity to gain or build on existing experience. All students have the opportunity to undertake a long period of industrial training between Parts 2 and 3. Students return to university more focused and motivated.

What will you study?
The programme covers an exciting range of subjects through seminars, lectures, practicals, visits, field work and project work. It prepares you for careers within and outside the rural sector. Through the core (compulsory) modules in key subjects you develop essential skills and knowledge for understanding and managing the land, the countryside and the environment. These subjects include: management principles and techniques; the countryside and environment; marketing; applied rural resource management; practical nature conservation, rural policy and countryside planning. A key feature of the programme is the wide range of optional modules available. They form approximately half of what you study in Parts 1 and 2 and help identify your interests.

Staff and students at Reading are supportive and friendly. In a University offering a wide range of subjects, you meet and make friends with people with a variety of interests. There are excellent opportunities and facilities for social, sport and non-academic activities.

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Rural Resource Management is an honours degree programme which enables you to build on your interests and to develop skills for a successful career. The programme is flexible and you can specialise in Land Management, Countryside and Environmental Management or Business Management. Alternatively you can take a mixture of subjects to suit your interests. The programme also develops personal and transferable skills that employers expect from ‘Reading graduates’, help you identify your interests, support you throughout the course is outstanding.’

Why Reading?
Reading prides itself on its reputation and has established itself as the leading product in its field and as a leading provider of education. The modules are delivered jointly by academic and career staff, often with employer involvement. Here you will learn from staff who work closely with career staff to ensure that the module is tailored to each discipline, with support from the University’s Job Shop and Work Experience staff. The module, which is a taught and assessed component in all undergraduate degree programmes, enables students to see all the options linked to their degree course, and helps identify what sort of career they want, and develop their skills, plus how to apply effectively for jobs, as well as post-graduate opportunities.

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Why Reading?
Reading prides itself on its reputation and many Rural Resource Management students have developed successful careers. Reading’s facilities for students on rural related courses are second to none and we have recently invested approximately £17.5 million in our teaching facilities and land nearby.

What will you study?
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Introduction to Management
What is management and what do managers do? Will you make a good manager or leader? What is the difference between the two? This module introduces you to the science of management. Preparatory lectures are followed by a series of in-class exercises focusing on your characteristics, personality and business acumen.

Rural Resource Management in Practice
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Career Management Skills
The Career Management Skills module at the University of Reading has established itself as the leading product of its type, and it is now widely used in 71 institutions in the UK and internationally. The module is delivered jointly by academic and careers staff, often with employers and post-graduates who work closely with careers staff to ensure that the module is tailored to each discipline, with support from the Linking Office, Job Shop and Work Experience staff.

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Industrial Training
Organisations are increasingly looking to employ graduates with practical experience and the Rural Resource Management programme offers an ideal opportunity to gain or build on existing experience.

Who can apply?
Applications need to be made through UCAS. Our standard offer is 280 points including at least two full A levels. Total points exclude General Studies. GCSE Grade C or above required for: Maths, Biology and Chemistry (or Integrated Science if not taken at A or AS level).

How to apply
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