

## Programme Specification

### BSc Agricultural Business Management

For students entering Part 1 in September 2021

UCAS Code: D4N2

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**This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.**

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	3 years
Length of Programme with placement/year abroad	BSc Agricultural Business Management with Placement Year - 4 years (UCAS Code: DN42)
Accreditation	N/A

### Programme information and content

The BSc in Agricultural Business Management will provide students, through an appreciation of rural business management and agriculture, with the ability to pursue careers in commercial and practical management within agriculture and related industries. Moreover, the degree will build the skills needed to prepare students for a more autonomous and sustainable approach to farming that considers alternative forms of production such as urban farming. It trains the students to discover new problems and use their entrepreneurial skills to reposition their current business, reveal potential niche opportunities and innovate. In addition, the programme provides several opportunities to discuss the importance of natural resource use efficiency, technology adoption and precision farming, and other farm management practices associated with the goal of sustainable agriculture and food security. The objectives of the degree are to:

- Develop the student's understanding of the evolving economic, technological and organisational principles that underlie the practice of business management and its risks, particularly in the agricultural and rural sectors
- Enable the students to learn how to apply such principles to the management of agricultural and rural and urban farming based businesses
- Train students to develop effective decision making and become active entrepreneurs in a constantly changing rural environment and economy
- Develop a 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' in order to become successful managers, leaders, rural entrepreneurs, advisers and communicators

Part 1:

Introduces you to core skills and knowledge through a number of introductory modules examining the social, economic and environmental factors influencing agricultural businesses and the future sustainability of the sector. In addition, it builds the basis for learning about the rural economy and entrepreneurial

	environment that businesses have to function within and issues surrounding food production and security. Furthermore, students will be given training in economics and the mathematical and statistical ideas used by applied economists and business managers working in the agricultural, food and rural sectors. Learning will be delivered via lectures, practical sessions, case studies and a programme of farm visits and consultancy exercises. Students will also go on a field study tour to see a range of farming types, businesses and systems, particularly those not common in the Reading area, and to encourage team building amongst students.
Part 2:	Provides you with the more demanding aspects of business management and agricultural economics science building on the learning from Part 1. Students will be equipped with effective problem solving and numeracy skills via a series of practical examples and case studies. During a practical exercise in collaboration with a well-established agri-business consultancy company, students will have the opportunity to demonstrate entrepreneurial capacity and to develop opportunity awareness. Furthermore, students are introduced to research methods and data analysis; developing their ability to analyse and interpret data in the context of agricultural businesses and the rural economy. Learning will be delivered via interactive lecture sessions, practical examples within the classroom, case studies (real farm studies or derived from the literature) and a programme of farm visits and consultancy exercises.
Part 3:	Gives you the opportunity to develop your understanding of business planning and strategy and apply it via real life case studies. Engagement with the industry and challenges derived from the real farming and rural business world, provides a unique opportunity to further enhance your ability to design, evaluate and assess a business plan. This ensure that students have the professional skills and knowledge required for the workplace. Students choose and develop a final year research project of their choice culminating in the writing of a dissertation which develops their project management and research skills in an area of interest.

### Module information

Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

#### Part 1 Modules:

Module	Name	Credits	Level
AP1A12	Introduction to Crop Production	10	4
AP1A24	Introduction to Livestock Production	10	4
AP1A25	Agriculture in Practice	20	4
AP1A28	Global Sustainability: Challenges and Prospects	20	4
AP1EE4	The Economic Environment	20	4
AP1EM2	The Fundamentals of Business and Marketing	20	4
AP1EQ5	Research and Professional Skills for Business and Marketing	20	4

Part 1 comprises 120 credits and offers no optional modules. The aim is to engage students with a core set of skills and knowledge to prepare them effectively for Part 2 and Part 3 of the degree.

**Part 2 Modules:**

Module	Name	Credits	Level
AP2A20	Agricultural Field Study Tour (Agric and ABM)	10	5
AP2A64	Farm Business Management	20	5
AP2EQ5	Research Methods and Data Analysis	20	5
AP2SB2	Financial Management	10	5

Your remaining credits will be made up of optional modules from selected modules from the School of Agriculture, Policy and Development and across the University, subject to the approval of the Programme Director and timetabling constraints. The optional modules provide a choice of subjects or a guided selection of topics such that the student can tailor the programme to match their interests and career aspirations. Students also have the option to select a language module.

**Modules during a placement year or study year (if applicable):**

If you are undertaking a year-long placement or a year-long study abroad, students will take one 120 credit module as follows:

Module	Name	Credits	Level
AP2PP1	Professional Placement	120	5
Or			
AP2SA3*	Professional Placement with Study Abroad Experience	120	5
Or			
AP2SA1*	Study Abroad Year	120	5

As part of the Placement Year, students have the option to take either a full year (minimum of 40 weeks) in full time employment or, with approval from the module convenor and programme director, a shorter work placement (minimum of 20 weeks) combined with a study abroad semester. Students can also select a full year of study abroad.

\*Students will only be eligible for AP2SA3 and AP2SA1 if they meet the criteria and if places are available in overseas institutions – places are not guaranteed.

**Part 2 (continued) modules:**

Students may be permitted to undertake a placement year or a study abroad year between Part 2 and Part 3 of the programme. In such cases students will transfer to a 4-year programme. The placement or study abroad year should not normally be shorter than nine months full-time.

If you take a year-long placement or study abroad, Part 3 as described below may be subject to variation.

**Part 3 Modules:**

Module	Name	Credits	Level
AP3A109	Business Management and Entrepreneurship in Practice	20	6
AP3A110	Independent Research Project	40	6
AP3A82	Business Planning and Control	20	6

Your remaining credits will be made up of optional modules from selected modules mainly from the School of Agriculture, Policy and Development and across the University, subject to the approval of the Programme Director and timetabling constraints. The optional modules provide a choice of subjects or a guided selection of topics such that the student can tailor the programme to match their interests and career aspirations

**Optional modules:**

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your Programme is set out in the Further Programme Information. Details of optional modules for each part, including any Additional Costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

**Additional costs of the programme**

You should ensure that you bring with you to University a pair of wellington boots (£10) and/or sturdy footwear e.g. walking boots (£50 – 100) for farm visits. Students should also have a waterproof jacket (£15-35) and trousers (£10-15) (should you need to purchase these, approximate costs are in brackets).

Costs are indicative, but will vary according to module choice and are subject to inflation and other price fluctuations. The estimates were calculated in 2020.

**Placement opportunities**

If you take the 4 year degree with Placement Year you are required to undertake a compulsory placement as part of your Programme (see section above on Placement). You will be supported in finding this placement.

**Teaching and learning delivery:**

You will be taught through lectures, seminars/tutorials, PC laboratory and field practical exercises/trials/visits and supervised project work.

The contact hours for your Programme will be approximately 250-300 hours in Part 1, 250-300 hours in Part 2 and 200 - 250 hours in Part 3 and will depend upon your module

combination; however information about module contact hours can be located in the relevant module descriptions.

### **Accreditation details**

N/A

### **Assessment**

The programme will be assessed through a combination of written examinations and coursework, assessed via a range of methods.

### **Progression**

The University-wide rules relating to 'threshold performance' as follows

#### **Part 1**

To gain a threshold performance at Part 1 a student shall normally be required to

- (i) obtain an overall average of 40% over 120 credits taken in Part 1; and
- (ii) obtain a mark of at least 30% in individual modules amounting to not less than 100 credits taken in Part 1; and

In order to progress from Part 1 to Part 2 of this programme, a student shall normally be required to achieve a threshold performance at Part 1 and

- (iii) achieve a credit weighted average mark of not less than 40% over the compulsory modules (AP1A28, AP1A12, AP1A24, AP1A25, AP1EE4, AP1EM2 and AP1EQ5); and

- (iv) a mark of not less than 30% in each compulsory module.

If you gain a threshold performance at Part 1 and do not proceed to achieve a higher award, you are eligible to receive the award of Certificate of Higher Education. The Part 1 Examination does not contribute to the classification of your degree.

#### **Part 2**

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:

- (i) a weighted average of 40% over 120 credits taken at Part 2; and
- (ii) marks of at least 40% in individual modules amounting to not less than 80 credits; and
- (iii) marks of at least 30% in individual modules amounting to not less than 120 credits,

except that a mark below 30% may be condoned in no more than 20 credits of modules owned by the Department of Mathematics and Statistics.

In order to progress from Part 2 to Part 3, student must achieve a threshold performance at Part 2. 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.

Placement Year/Year Abroad (or combination thereof)

Students are required to pass their year out in order to progress on the programme which incorporates the placement year, study abroad year or combination thereof.

Students who fail the placement year transfer to the non-placement year version of the programme.

### **Classification**

The University's honours classification scheme is based on the following:

Mark	Interpretation
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class
40% - 49%	Third class
35% - 39%	Below Honours Standard
0% - 34%	Fail

The weighting of the Parts/Years in the calculation of the degree classification is:

Three-year programmes

Part 2 one-third

Part 3 two-thirds

Four-year programmes, including placement year or study abroad:

Normally:

Part 2 one-third

Placement Year not included in classification

Part 3 two-thirds

(Where a student fails a placement year or study abroad year, which does not contribute to classification they transfer to the three-year version of the programme)

**For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.**

BSc Agricultural Business Management for students entering Part 1 in session 2021/22  
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