

**BSc (Hons) Agricultural Business Management**      **UCAS Code: D4N2**  
**For students entering Part 1 in 2004**

<b>Awarding Institution</b>	University of Reading
<b>Teaching Institution</b>	University of Reading
<b>Programme length:</b>	3 years
<b>Date of Specification:</b>	March 2006
<b>Programme Director:</b>	Dr A P Bailey
<b>Board of Studies:</b>	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' in order to become 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 programme 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 modules, 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 modules 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) 2004/5**

#### **Compulsory Modules (100 credits)**

Credits    Level    Term

		Credits	Level	Term
AP1A02	Introduction to Agricultural & Food Systems	10	C	1
AP1A08	British Agriculture In Practice (Agric & ABM)	10	C	1,2 &3
AP1A11	Biology and Production of Crop Plants	10	C	2
AP1EE1	Economics I	20	C	1 & 2
AP1EM1	Introduction to Marketing	10	C	2
AP1EQ2	Market and Data Analysis IA	10	C	1
AP1SB1	Introduction to Management	10	C	1
AP1A03	Introduction to Livestock Systems	10	C	1
AP1A10	Countryside and the Environment	10	C	2

#### **Optional Modules to be selected (guided choice, 20 credits)**

AP1EF1	The UK Food Chain	10	C	1
AP1DV2	International Development: Global & Local Issues	10	C/I	1
IWLP	Institution Wide Language Programme	20	C/I	1&2
LW1A05	General Introduction to Law (Restricted Numbers)	10	C	1
LW1A06	Introduction to Business Law (LW1A05 is a pre-requisite for this module)	10	C	2

**Part 2 (three terms 120 credits) 2005/6****Compulsory Modules (80 credits)**

Credits Level Term

		Credits	Level	Term
AP2A5	IT and e-business in Agriculture	10	I	5
AP2A20	Field Course (Including Career Management Skills)	10	I	3 wk 10
AP2A27	Visits and Reports (Agriculture and ABM)	10	I	4,5&6
AP2A31	Farm Business Administration	10	I	4
AP2A36	Animal Production	10	I	5
AP2A39	Environment and the Farm Business	10	I	5
AP2SB1	Business Management	10	I	4
AP2SB2	Financial Management	10	I	5
AP2EQ1	Research Methods and Data Analysis	10	I	4

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

AP2A25	Grassland Management	10	I	4
AP2A26	Forestry and Woodlands	10	I	4
AP2A33	Agricultural Mechanisation	10	I	4
AP2A35	Animal Health and Welfare	10	I	5
AP2A37	Practical Nature Conservation	10	I	5
AP2A38	Organic Farming	10	I	4
AP2A41	Agronomy of Combinable Crops	10	I	5
AP2EB3	Management of the Non-Profit Organisations	10	I	5
AP2EE1	Economics II	20	I	4&5
AP2EE3	Environmental Economics	10	I	4
AP2EM1	Marketing Management	10	I	5
AP2EP1	Policy Analysis	10	I	4
AP2ET1	International Economics	10	I	5
IWLP	Institution Wide Language Programme	20	C/I	4&5
RE2TVR	Taxation and Valuation	10	I	4

**Part 3 (3 terms 120 credits) 2006/7****Compulsory Modules (80 credits)**

Credits Level Term

AP3A39	Business Management (Business Control)	10	H	8
AP3A54	Business Management (Case Studies)	10	H	7&8
AP3A55	Business Management (Principles of Managerial Economics)	10	H	7
AP3A56	Business Management (Planning Methods)	10	H	7
AP3A81*	Dissertation	40	H	7&8
AP3A86*	Final Year Project	20	H	7

\* Students can choose to undertake either AP3A81 Dissertation or AP3A86 Final Year Project. If the latter is chosen then an additional 20 credits of optional modules must be selected.

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

AP3A40	Geographic Information Systems & Simulation Modelling	10	H	7
AP3A44	Approaches to Sustainable Development	10	H	8
AP3A45	Agricultural Systems in the Tropics	10	H	7
AP3A47	Cereal Management and Marketing	10	H	7
AP3A64	Human Resource Management	10	H	8
AP3A84	Dogs and Cats	10	H	7
AP3A85	Horses	10	H	8
AP3A67	Animal Welfare	10	H	7
AP3A68	Wildlife in the Farming Environment	10	H	8
AP3A74	Business Entrepreneurship	10	H	8
AP3A75	Equine Management	10	H	6
AP3A78	Agronomy of Root and Tuber Crops	10	H	8
AP3EB1	Business Strategy	10	H	8
AP3EB3	Supply Chain Management	10	H	8
AP3EE1	Economic Aspects of the Food Supply Chain	10	H	7
AP3EM1	Marketing Strategy	10	H	7
AP3EP3	Rural Policy and Countryside Planning	10	H	7
IWLP	Institution Wide Language Programme	20	C/I/H	7&8
RE3ALV	Agricultural Law and Valuation	20	H	7,8&9
RE3FOR	Forestry	10	H	7

**Part 1 Examination and Progression from Part 1 to Part 2**

To gain a threshold performance at Part 1 a student shall normally be required to achieve an overall average of 40% over 120 credits taken in Part 1 and a mark of at least 30% in individual modules amounting to not less than 100 credits. 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 achieve an average mark for Part 1 compulsory modules of not less than 40%.

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 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.

### **Admission requirements**

Candidates for this programme are normally required to have obtained a minimum UCAS tariff of 240 points including at least two full A Levels. A wide range of subjects are acceptable for this degree. 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**

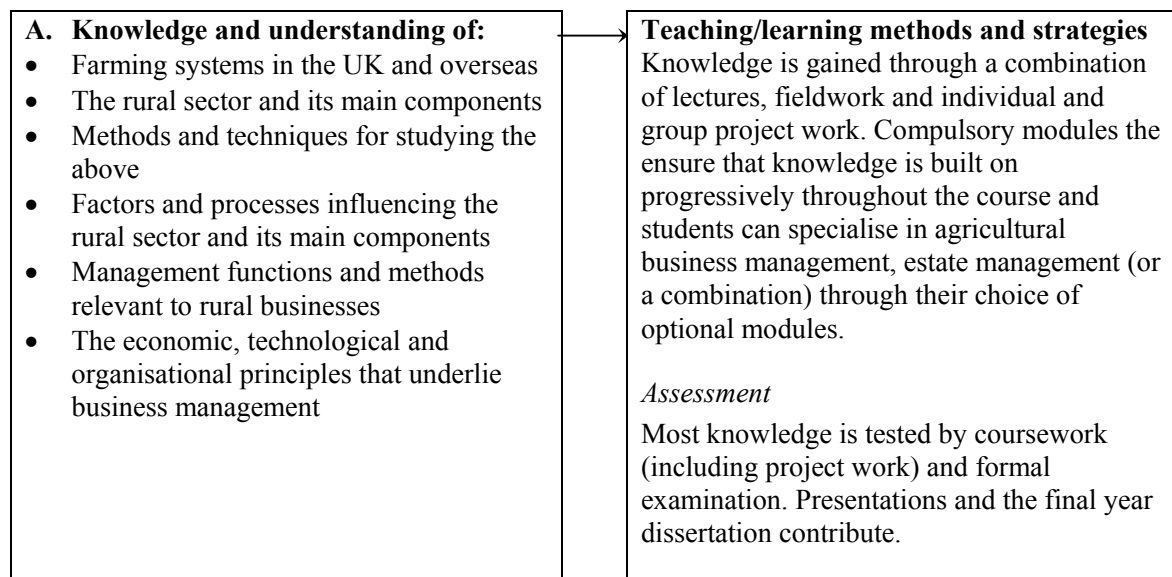
The Department of Agriculture encourages students, provided they have passed Part 2, to consider the possibility of studying abroad for a term or a year.

### **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***



#### ***Skills and other attributes***

- B. Intellectual skills** – able to:
- 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

**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.

*Assessment*  
These skills are tested by coursework (including project work) and formal examination. Presentations and the final year dissertation contribute.

- C. Practical skills** – able to:
- 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

**Teaching/learning methods and strategies**  
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.

*Assessment*  
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).

**D. Transferable skills** – able to:

- 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.

**Teaching/learning methods and strategies**

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.

*Assessment*

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.

**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 be expected 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 the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance processes or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.**