

**BSc Rural Resource Management with Industrial Training**  
**For students entering Part 1 in 2008/9**

**UCAS code:**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Agriculture, Food and Forestry
Faculty:	Life Sciences Faculty
Programme length:	4 years
Date of specification:	19/Apr/2011
Programme Director:	Dr Peter Dorward
Programme Advisor:	
Board of Studies:	Agriculture, Policy and Development
Accreditation:	Not applicable

**Summary of programme aims**

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.

**Transferable skills**

During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills in line with the University's Strategy for Learning and Teaching. In following this programme, students will have had the opportunity to develop such skills, in particular relating to career management, communication, information handling, numeracy, problem-solving, team working, and use of information technology and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.

**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*

<i>Module</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
AP1A07	Rural Resource Management in Practice	10	C
AP1A10	Countryside and the Environment	10	C
AP1EE3	Economics 1	10	C
AP1EM1	Introduction to Marketing	10	C
AP1EQ4	Quantitative Methods 1	10	C
AP1SB1	Introduction to Management	10	C
AP1SCMS	Career Management Skills	0	I

*Optional modules*

*60 credits to be chosen from:*

AP1A02*	Introduction to Agricultural and Food Systems	10	C
AP1A03	Introduction to Livestock Production Systems	10	C
AP1A12	Introduction to Crop Production	10	C
AP1A16	Varieties, Seeds and Crop Establishment	10	C
AP1A17	Crop Appraisal and Agronomy	10	C
AP1EE1	Economics 2	10	C
AP1ED2	International Development: Global and Local Issues	10	C
AP1EF1	The UK Food Chain	10	C
AM1S10	Introduction to Biology	10	C
BI1EF2	Ecology: Species and their Interactions	10	C
BI1EF23	Ecology: Species and their Interactions	20	C
MC1PC	Public Understanding of 'the countryside'	10	C
LA1XX1	IWLP	20	C
BI1EI1	Soil Use and Management	10	C

SS1A2	Soils, Land and the Environment	10	C
GG1HPP	People and Places in the Global Economy	10	C

Modules marked \* are highly recommended for RRM students. Modules marked + are open to students with suitable science qualifications or who take module AM1S10 'Introduction to Biology'.

## Part 2 (three terms)

### Compulsory modules

<i>Module</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
AP2A29	Applied Rural Resource Management	10	I
AP2A37	Practical Nature Conservation	10	I
AP2A46	RRM Field Course 1 (including Career Management Skills)	10	I
AP2EQ1	Research Methods and Data Analysis	10	I
AP2EQ4	Quantitative Methods 2	10	I
AP2SB1	Business Management	10	I
AP2SB2	Financial Management	10	I

### Optional modules

50 credits to be chosen from:

AP2A25=	Grassland Management	10	I
AP2A26*	Forestry and Woodlands	10	I
AP2A31	Farm Business Administration	10	I
AP2A33	Agricultural Mechanisation	10	I
AP2A35	Animal Health and Disease	10	I
AP2A36	Animal Production	10	I
AP2A38	Organic Farming	10	I
AP2A39*	Environment and the Farm Business	10	I
AP2A41	Agronomy of Combinable Break Crops	10	I
AP2EB3*	Management of Non-Profit Organisations	10	I
AP2EC1	Consumer Behaviour	10	I
AP2EE3*	Environmental Economics	10	I
AP2EM1	Marketing Management	10	I
AP2EM2	Food Retailing	10	I
AP2EP1	Policy Analysis	10	I
ES2F4	Soil Ecology and Functions	10	I
LA1XX1	IWLP	20	C
PS2BC5*	Ecological Aspects of Environmental Assessment	10	I
SS2D5	Sustainable Land Management	10	I

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 who have taken the module 'Introduction to Crop Production' in Part 1.

## Year abroad/Year away/Additional year (three terms)

### Compulsory modules

<i>Code</i>	<i>Module title</i>	<i>Credits</i>	<i>Level</i>
AP2ST1	Industrial Training	120	I

## Part 3 (three terms)

### Compulsory modules

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
AP3EP3	Rural Policy and Countryside Planning	10	H
AP3A82	Business Planning and Control	20	H

AP3A81	Dissertation	40	H
AP3A97	Environmental Science and Management Fieldcourse 2	10	H

*Optional modules (40 credits)*

AP3A45	Agricultural Systems in the Tropics	10	H
AP3A47	Cereal Management and Marketing	10	H
AP3A54	Business Management (Case Studies)	20	H
AP3A64	Human Resource Management	10	H
AP3A67	Animal Welfare	10	H
AP3A68	Wildlife in the Farming Environment	10	H
AP3A75	Equine Management	10	H
AP3A77	Agronomy of Combinable Break Crops	10	H
AP3A87	Environmental Management	10	H
AP3A90	Climate Change and Food Systems	10	H
AP3EB1	Business Strategy	10	H
AP3EE1	Economic Aspects of the Food Supply Chain	10	H
AP3EM1	Marketing Strategy	10	H
AP3EM3	Advertising and Branding	10	H
AP3EP4	Consumer Policy	10	H
ES3D7	Land Evaluation	20	H
ES3F8	Applied and Environmental Soil Microbiology	10	H
LA1XX1	Institution Wide Language Programme	20	C
BI3EJ8	Conservation Biology	10	H
RE3ALV	Agricultural Law and Valuation	20	H
RE3WRM	Woodland Resource Management	10	H

Students can also select suitable modules from across the University with the agreement of the Programme Director and subject to timetabling constraints.

### **Progression requirements**

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.

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.

The classification of the degree will normally be based on the marks for Part 2 and Part 3 modules, weighted in 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 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 a minimum of:

UCAS Tariff: minimum of 280 points including two full A levels

or International Baccalaureate: 30 points

or Irish Leaving Certificate: BBBCC

and achieved 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.

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 P T Dorward

## Support for students and their learning

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, the Student Employment, Experience and Careers Centre (SEEC), In-session English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and 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, School Senior Tutors, the Students' Union, the Medical Practice and advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions and runs workshops and seminars on a range of topics. For more information see [www.reading.ac.uk/student](http://www.reading.ac.uk/student)

## 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 National Trust, the Countryside Agency and the Farming and Wildlife Advisory Group.

## Opportunities for study abroad or for placements

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.

## Programme Outcomes

### Knowledge and Understanding

#### A. Knowledge and understanding of:

1. The rural sector and its main components
2. Methods and techniques for studying the above
3. Factors and processes influencing the rural sector and its main components
4. Management functions and methods relevant to businesses and the countryside.

#### 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. Students can specialise in rural business management, countryside management, or estate management (or a combination) through their choice of optional modules.

#### *Assessment*

Most knowledge is tested by coursework (including project work) and formal examination. Presentations and the final year dissertation contribute.

### **Skills and other attributes**

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

1. Obtain and synthesise information from relevant sources to develop an understanding of theory and practice
2. Critically evaluate theories, concepts and methods
3. Critically evaluate and apply management techniques for a variety of functions in relation to businesses and the countryside
4. 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:***

1. Apply appropriate business management approaches and methods
2. Develop a conservation management plan
3. Design and implement an individual investigative or research project
4. Logically analyse data
5. 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 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.

#### *Assessment*

These skills are mainly assessed by coursework (particularly project work) and the final year dissertation.

#### **D. Transferable skills - *able to:***

1. Communicate ideas, arguments and information using appropriate means
2. Use problem-solving skills in a range of professional and practical situations
3. Take charge of Personal Development Planning
4. Identify goals and plan and manage time to achieve them
5. Use and apply up to date IT
6. 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 1 through to Part 3.

**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 process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.**