BSc Agricultural Business Management   **UCAS code: D4N2**
For students entering Part 1 in 2009/0

Awarding Institution: University of Reading
Teaching Institution: University of Reading
Relevant QAA subject Benchmarking group(s):
Faculty: Life Sciences Faculty
Programme length: 3 years
Date of specification: 23/Mar/2011
Programme Director: Michael Davies
Programme Advisor: Dr Alison Bailey
Board of Studies: Agriculture, Policy and Development
Accreditation: Not applicable

Summary of programme aims
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

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.

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 communication, interpersonal skills, learning skills, numeracy, self-management, use of IT and problem-solving and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.
Transferable 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 shifting demands
4. Take charge of Personal Development and Career Planning
5. Manage time, prioritise workloads, recognize and manage personal emotions and stress
6. Employ IT skills, including use of the internet.

The programme will include both instruction 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)
Compulsory modules

Mod Code	Module Title	Credits	Level
AP1A02	Introduction to Agricultural and Food Systems	10	4
AP1A08	British Agriculture in Practice (AGRIC & ABM)	10	4
AP1EE1	Economics 2	10	4
AP1EM1	Introduction to Marketing	10	4
AP1SB1	Introduction to Management	10	4
AP1A10	Countryside and the Environment	10	4
AP1A12	Introduction to Crop Production	10	4
AP1EE3	Economics 1	10	4
AP1EQ4	Quantitative Methods 1	10	4
AP1A03	Introduction to Livestock Production Systems	10	4
AP1SCMS	Career Management Skills (APD Students Only)	0	4

Optional modules to be selected (guided choice, 20 credits)

AP1A16	Varieties, Seeds and Crop Establishment	10	4
AP1A17	Crop Appraisal and Agronomy	10	4
AP1ED2	International Development: Global and Local Issues	10	4
AP1EF1	The UK Food Chain	10	4
*BI1EI1	Soil Use and Management	10	4
MM1F10	Student Enterprise	20	4
**SS1A2	Soil, Land and Environment	10	4
LA1 XX1	IWLP Institution Wide Language Programme	10	4

The soils module marked * is recommended for students with suitable science qualifications. Suitable science qualifications would be biology, chemistry or environmental science to A-level. Maths, biology and chemistry are needed to GCSE standard.

The soils module marked ** is recommended for students who only have science to GCSE standard.

Part 2 (three terms)
Compulsory modules

Mod Code	Module Title	Credits	Level
AP2A20	Agricultural Field Study Tour (Agric & ABM)	10	5
AP2A39	Environment and the Farm Business	10	5
AP2SB2	Financial Management	10	5
AP2EQ1	Research Methods and Data Analysis	10	5
AP2EQ4	Quantitative Methods 2	10	5
AP2A53	Practical Farm Analysis	10	5
AP2A54	Cereal Agronomy	10	5
AP2A55	Farm Business Management	10	5
AP2A36	Animal Production	10	5

Optional modules to be selected (guided choice, 30 credits)

AP2A26	Forestry and Woodlands	10	5
AP2A33	Agricultural Mechanisation	10	5
AP2A35	Animal Health and Disease	10	5
AP2A37	Practical Nature Conservation	10	5
AP2A38	Organic Farming	10	5
AP2A42	Agronomy of Root and Tuber Crops	10	5
AP2A56	Grassland Management and Ecology	10	5

AP2EB4	Management of Not-for-profit Organisations	10	5
AP2EE4	Economics 3	10	5
AP2EE5	Economics 4	10	5
AP2EM1	Marketing Management	10	5
AP2EM2	Food Retailing	10	5
AP2EP1	Policy Analysis	10	5
LA1XX1	IWLP Institution Wide Language Programme	20	4/5
MM270	Practice of Entrepreneurship	20	4/5

Part 3 (three terms)
Compulsory modules

Mod Code	Module Title	Credits	Level
AP3A54	Business Management (Case Studies)	20	6
AP3A82	Business Planning and Control	20	6
AP3A81	Dissertation	40	6

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

AP3A45	Agricultural Systems in the Tropics	10	6
AP3A47	Cereal Management and Marketing	10	6
AP3A64	Human Resource Management	10	6
AP3A67	Animal Welfare	10	6
AP3A68	Wildlife in the Farming Environment	10	6
AP3A75	Equine Management	10	6
AP3A77	Agronomy of Combinable Break Crops	10	6
AP3A84	Dogs and Cats	10	6
AP3A85	Horses	10	6
AP3A87	Environmental Management	10	6
AP3A89	Water, Crops and Irrigation	10	6
AP3A90	Climate Change and Food Systems	10	6
AP3A93	Dairy Production	10	6
AP3A96	Meat Production	10	6
AP3EB1	Business Strategy	10	6
AP3EB3	Supply Chain Management	10	6
AP3EE1	Economic Aspects of the Food Supply Chain	10	6
AP3EM1	Marketing Strategy	10	6
AP3EP1	Regulation of the Food Industry	10	6
AP3EP3	Rural Policy and Countryside Planning	10	6
AP3EP4	Consumer Policy	10	6
LA1XX1	Institution Wide Language Programme	20	4/5/6
RE3ALV	Agricultural Law and Valuation	20	7/8
RE3FOR	Forestry	10	7

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

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 a credit weighted average mark of not less than 40% over the compulsory modules and 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.

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 and 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.

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 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 280 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 is provided by a wide array of services across the University, including: the University Library, the Careers Advisory Service, In-sessional 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 the Student Services Directorate. The Student Services Directorate is housed in the Carrington Building and includes the Careers Advisory Service, the Disability Advisory Service, Accommodation Advisory Team, Student Financial Support and Counselling. Student Services has a Helpdesk available for enquiries made in person or online (www.risisweb.reading.ac.uk), or by calling the central enquiry number on (0118) 378 5555. 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 on everything from accommodation to finance. The Carrington Building is open between 8:30 and 17:30 Monday to Thursday (17:00 Friday and during vacation periods). Further information can be found in the Student website (www.reading.ac.uk/student).

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 for study abroad or for placements

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.

Programme Outcomes

Knowledge and Understanding

A. Knowledge and understanding of:

1. Farming systems in the UK and overseas
2. The rural sector and its main components
3. Methods and techniques for studying the above
4. Factors and processes influencing the rural sector and its main components
5. Management functions and methods relevant to rural businesses
6. The economic, technological and organisational principles that underlie business management

Teaching/learning methods and strategies

Knowledge is gained through a combination of lectures, fieldwork and individual and group project work. Compulsory modules the 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.

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 rural businesses
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 though 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 business management plan
3. Design and implement a 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 and the final year dissertation. In addition to farm and business visits the degree programme contains a week long field trip 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 professionals in the field (i.e. a bank manager).

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.