BSc Agricultural Business Management
For students entering Part 1 in 2014/5

UCAS code: D4N2

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Agriculture, horticulture, forestry, food and consumer sciences
Faculty:	Life Sciences Faculty
Programme length:	3 years
Date of specification:	16/Jun/2016
Programme Director:	Dr Alison Bailey
Programme Advisor:	
Board of Studies:	Agriculture, Policy and Development
Accreditation:	

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

Transferable skills
During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills. In following this programme, students will have had the opportunity to develop such skills, in particular relating to the ability to:
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 and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.
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 director, to make 120 credits in each ‘part' of the degree. When selecting optional modules students should carefully read the relevant module descriptions, which can be found online at http://www.reading.ac.uk/modules/index.aspx, noting any pre-requisites (modules which you must have taken first). Most modules are equivalent to 10 credits, with a small number of modules such as the language option amounting to 20 credits, and the final year dissertation at 40 credits.
Students can, with the agreement of the Programme Director, and subject to timetabling constraints and fulfilment of prerequisite requirements, select suitable optional modules from across the University.

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 and ABM)	10	4
AP1EE1	Economics 2	10	4
AP1EM1	Introduction to Marketing	10	4
AP1SB1	Introduction to Management	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
AP1SCP	Career Planning (APD students only)	0	4
AP1AE20	Humans and the Environment	10	4

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

Mod Code	Module Title	Credits	Level
AP1A16	Varieties, Seeds and Crop Establishment	10	4
AP1A17	Crop Appraisal and Agronomy	10	4
AP1A22	Principles of Horticulture	10	4
AP1ED2	International Development: Global and Local Issues	10	4
AP1EF1	The UK Food Chain	10	4
MM1F10	Student Enterprise	20	4
GV1E1*	Soils in the Environment	10	4
LA1XX1	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.

Volunteering Opportunities (non-credit bearing)

Mod Code	Module Title	Credits
SV1ST	Student Tutoring for further information and an application form visit: http://www.reading.ac.uk/studentrecruitment/StudentTutoring/sr-studenttutoringinschools.aspx	10
RD1RED1	Reading Experience and Development (RED) Award for further information visit http://www.reading.ac.uk/internal/readingexperienceanddevelopmentaward/reda-home.aspx	10

Part 2 (three terms)
Compulsory modules

Mod Code	Module Title	Credits	Level
AP2A20	Agricultural Field Study Tour (Agric and ABM)	10	5
AP2SB2	Financial Management	10	5
AP2EQ1	Research Methods and Data Analysis	10	5
AP2A61	Experimentation and Data Analysis	10	5
AP2A36	Animal Production	10	5
AP2SCP	Career Planning (APD students only)	0	5
AP2A64	Farm Business Management	20	5
AP2A66	Crop Agronomy	20	5

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

Mod Code	Module Title	Credits	Level
AP2A26	Forestry and Woodlands	10	5
AP2A35	Animal Health and Disease	10	5
AP2AE50	Nature Conservation	10	5
AP2A56	Grassland Management and Ecology	10	5
AP2A60	Horticultural Crop Production	10	5
AP2EE4	Economics 3	10	5

AP2EE5	Economics 4	10	5
AP2EM1	Marketing Management	10	5
AP2EM2	Food Retailing	10	5
AP2EM3	Internet Marketing	10	5
LA1XX1	IWLP Institution Wide Language Programme	20	4/5
MM270*	Practice of Entrepreneurship	20	5

*This module may have limited module enrolment numbers. Please also note that as these modules run over autumn and spring, you should check your spring timetable carefully, when selecting the module in October, to ensure that you do not have a spring term clash.

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

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)

Code	Title	Credits	Level
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
AP3AE75	Wildlife and Farming	10	6

Code	Title	Credits	Level
AP3AE70	Environmental Management in Practice	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
AP3A99	Plants, green space and urban sustainability	10	6
AP3A102	Integrated Pest Management	20	6
AP3A103	Horticultural Crop Technology	10	6
AP3EB1*	Business Strategy	10	6
AP3EB3	Supply Chain Management	10	6
AP3EM1	Marketing Strategy	10	6
AP3EP1	Regulation of the Food Industry	10	6
RE3RPP	Rural Policy and Countryside Planning	20	6
LA2XX1	Institution Wide Language Programme	20	5/6
RE3ALV	Agricultural Law and Valuation	20	6
RE3EFBM	Estate Finance and Business Management	10	6
RE3RD**	Rural Diversification	10	6
RE3WRM	Woodland Resource Management	10	6

*AP3EB1 Business Strategy has **pre-requisite** (AP2SB1 Business Management)

** If you wish to select this module you will have to confirm with your Programme Director and have your optional module choices added manually via the Student Office, due to the pre-requisite.

Students can, **with the agreement of the Programme Director**, and subject to timetabling constraints and fulfilment of prerequisite requirements, 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:

        (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.

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.

Assessment and classification

The University's honours classification scheme is:

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

For the University-wide framework for classification, which includes details of the classification method, please see: www.reading.ac.uk/internal/exams/Policies/exa-class.aspx

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

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

Entrants to this programme are normally required to have obtained:

Grade C or better in Mathematics at GCSE level or equivalent; and

a minimum UCAS Tariff of BBB/ABC from three A Levels; or

International Baccalaureate 30 points overall; or

BTEC Nationals, DDM (Distinction, Distinction, Merit); or

a good pass in an Access Course; we may ask for specific grades in subject units and for particular subjects to be studied.

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.
Full details of entrance requirement can be found at http://www.reading.ac.uk/Study/study-ug-academic-reqs.aspx

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, Placement and Experience Centre (CPEC), 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 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, academic issues (eg problems with module selection) and exam related queries. 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

Within the School additional support is given through practical classes in IT. There is a Programme Director to offer advice on choice of modules within the programme.
All students should ensure that they access the online ‘Programme Handbook' at the beginning of the degree which includes a detailed outline of the programme, its constituent modules and assessment guidelines. Day-to-day queries regarding academic matters (e.g. timetabling) should be addressed in the first instance to the School Undergraduate Student Office or, where necessary, the Programme Director.

Career learning
Career learning is facilitated by a Career Planning module that encourages students to take an early proactive approach to career choice and enhancing employability. It is also embedded in a range of other modules within the degree. The Career Planning module aims to improve self-awareness in the context of career decision making, knowledge of the career opportunities available to you and the skills required to make effective applications. All students prepare a Career Planning Portfolio which includes an action plan to gain relevant work experience and to manage the process towards applying for a specific career. During Part 1 the emphasis is on supporting you to apply for work experience placements while in Part 2 the focus shifts towards applications for graduate level positions. Before the conclusion of your degree it is intended that you will have a vision of your preferred career path, your ‘career brand' and how to communicate this in the job application process - from CVs through to interviews and assessments centres.

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. Encouragement is given to students to gain experience in practical agriculture and rural businesses during vacations.

Opportunities for study abroad
As part of the degree programme students have the opportunity to study abroad at an institution with which the University has a valid agreement in Part 3 of a 4 year programme subject to discussion with the Programme Director, in the first instance. A place is not guaranteed by this.
The School encourages students, provided they have passed Part 2, to consider this option.

Placement opportunities
This degree programmes offers you the opportunity to undertake a one year Industrial Placement following the second year at Reading. This is an excellent opportunity to gain work experience in an area of employment

directly or indirectly linked to your degree programme and your future career path. During the first 2 years of your degree programme you'll develop a thorough knowledge of your degree subject which can then be applied in an industry-specific setting in your 3rd year placement, before returning to University for your fourth and final year.

Though many placement opportunities are advertised, we also encourage you to network directly with other employers that you are interested in to approach them about offering you a placement.

Whether you're thinking about doing a placement or you've already decided, there is lots of help and support available to you. We have a Career Planning module running through Part 1 and Part 2 complemented by a range of career workshops and employer events organised by the Careers, Experience and Employment Centre including CV checking, mock interviews and assessment centres. A dedicated Placement Officer in the School will support you throughout all aspects of your placement search and application process and provide continued support whilst on your placement year. We also encourage and support all students to consider shorter work experience opportunities during vacation periods.

As you are currently enrolled on the 3 year degree you will need to change your status to the 4 year programme if you decide that a one year placement is for you. Your programme director will be able to help you with this.

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

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

4. Logically analyse data
5. Construct reports using appropriate IT

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.