

Programme Specification

BSc (Hons) Agriculture Management (Top up)

NB

The information contained in this document is intended only as a guide to the programme. It does not constitute a legally binding document or contract between the individual and the Royal Agricultural University.

The information contained herein is correct at the time of going to print, but the University reserves the right to make changes to the structure of the programme, assessment methods, etc. at any time without prior notification. Any changes made however will be made known as soon as possible.

Chris Brough - Programme Manager

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• Awarding Institution	The Royal Agricultural University, Cirencester, Glos, GL7 6JS, UK
• Teaching Institution	The Royal Agricultural University, Cirencester
• Final Award Title(s)	BSc Honours Agricultural Management
• Academic level on Framework for Higher Education Qualifications (FHEQ)	Level 6
• UCAS Code(s)	D400
• Relevant QAA Subject Benchmark Statement(s) and other reference points	QAA subject benchmark statement for Agriculture, horticulture, forestry, food and consumer sciences (2016)
• Mode of study	This programme is offered as both a full-time and part-time award, and is also suitable for those with existing and continuing positions of employment.
• Language of study	The programme is delivered and assessed in English
• Date of production/revision	July 2019 (last edited 18/06/2020)
• Educational Aims of the Programme	

The University intends that the following capability statements will provide an overarching framework for all its graduates, and inform specific programme aims and outcomes. Thus the University expects that all graduates will:

- (i) apply creative, critical and compassionate thinking processes to social and organisational issues.
- (ii) develop communication abilities using people, ideas, texts, media and technology.
- (iii) work with, manage and lead others in ways which value their diversity and equality and which facilitates their contribution to the organisation and the wider community.
- (iv) acquire and apply appropriate management, technical and practical skills and knowledge.

- (v) display an ability to reflect on and learn from one's own experiences.
- (vi) recognise and accept continuing learning as being central to one's capacity to realise potential.
- (vii) develop, express and be able to defend personal values, beliefs and ethics.
- (viii) hold a perspective which acknowledges local, national and international issues.
- (ix) value a citizenship role which is connected to and responsible for the social, environmental, political and economic systems in which we live.

In relation to the above general capability statements, the BSc Honours in Agricultural Management aims to:

- (a) develop the learner's knowledge and understanding of the effective management of agricultural enterprises.
- (b) enable the development of business management planning skills.
- (c) provide the opportunity for the individual study of particular interest and for self expression through either the Honours research project or Work-based research project.
- (d) further develop critical learning skills and transferable skills to prepare the learner for graduate employment or further study.
- (e) enhance the learner's interpersonal skills.

• **Intended Learning Outcomes**

Teaching and Learning strategy (for full details of the assessment map and type please see Appendices 1 and 2) includes the following:

Knowledge and Understanding

Knowledge and understanding will be acquired through lectures, seminars, visits, guided independent reading and specific group work. This is tested through a variety of assessment mechanisms such as practical workshops (e.g. 3300, 3006), problem based learning using live case studies from our farms and network (e.g. 3094), scenario based tasks that test theories and solutions under differing circumstances, exams, and through looking at historic case studies to identify lessons learnt. Tutorials feature heavily as a teaching and learning approach, such as in 3094, and 3300. Assessments will be through examinations and coursework, including portfolio building for the

industrial work placement, laboratory reports, presentations and completion of the dissertation research project and integrated farm management exercise.

Intellectual Skills

Intellectual skills are developed both through the delivery of dedicated contextualised modules and via the embedding of the skills in the topical modules. For example critical analysis and evaluation skills feature as a key element throughout the Level 6 assessments building on the achievements during their previous qualifications/experience. Argument construction, evidence use and reasoning skills are central to this.

Professional Practical Skills

Each module involves opportunities for interactive discussion on key subject topics and incorporate a degree of technology and digital platforms to assist in this. Students are explicitly tested in their digital abilities through many of the elective choices, but have focussed opportunities in their core modules (3006, 3300 and 3094). Live farm management scenarios allow for the development of strong collaborative and communication skills, along with problem solving and analytical skills to be assessed through coursework, orals and written examinations and through modules 3094 and 3300. All modules build in formative assessment opportunities for professional practice skills.

Transferable Skills

Transferable skills such as communication, professionalism, resilience, collaboration and independence are fostered throughout the programme. Opportunities for development occur both formally and informally and formative feedback is given so that students can reflect on their personal skills before summative assessment takes place. Aspects of these are tested mainly via coursework, particularly those with a peer or self assessment element (3237, 3239, 3006, 3020, 3034, 3084)

This programme is designed to enhance the outcomes of previous studies and will result in the achievement of the following intended learning outcomes:

i. Knowledge and Understanding

A1 Underlying scientific principles of biological and earth science applied to crop and livestock production systems.

A2 Insightful and informed management of agricultural production systems.

A3 Rural policy and socio-economic factors affecting agriculture production

A3 Sustainability and conservation of natural and agricultural resources and public goods.

A4 The roles and responsibilities of regulatory and advisory bodies.

A5 Current developments in world agriculture

ii. Intellectual Skills

- B1 Application of subject-specific theories, paradigms, concepts and principles within learning and assessment environments.
- B2 Critical evaluation of appropriate literature sources to inform study
- B3 Information synthesis from a number of sources in order to gain a coherent understanding
- B4 Identification of, and finding solutions to, problems
- B5 Development and validation of hypotheses
- B6 Demonstration of independence of mind and thought

iii. Practical / Professional Skills

- C1 Planning and completing an independent research project
- C2 Establishing relationships and communicating effectively within the agricultural industry
- C3 Drawing up management plans utilising information from a wide variety of sources
- C4 Applying initiative and taking on responsibility in a practical working situation
- C5 Critically evaluating verbal & written communications from a variety of sources to inform decision making

iv. Transferable Skills

- D1 Communicate clearly and effectively in verbal, written and visual media.
- D2 Source information and apply knowledge systematically and appropriately.
- D3 Develop, enhance and refine own powers of reflection.
- D4 Develop, enhance and refine skills in time management, prioritisation of tasks, and seek advice when appropriate.
- D5 Develop strong digital literacy skills
- D6 Develop strong numeracy skills
- D7 Develop independence and personal responsibility

• Programme Structure and requirements

The programme is offered as either a one-year full-time programme or part-time programme, normally to be completed over two academic years and designed to build on previous studies at HND/Foundation Degree. Hence the RAU Honours conversion programme should be considered as the culmination of a period of academic progression, rather than as an independent stand-alone programme.

One of the unique features of the programme is the inclusion of a work-based module, and opportunity to complete the majority of the Research Project/Dissertation module within the work place, which enables those

already in employment to complete almost 50% of the programme within their current working situation, thus reducing the time required to attend campus-based activities.

The flexible design of the programme also enables graduates from a wide range of related fields to enter the programme, and provides the ability to tailor the modular programme, through the selection of suitable elective modules, to meet individual career aspirations

The programme is of a modular format, with each module representing a value of 15 credits or multiples thereof. Each 15-credit module represents a minimum of 150 hours of student learning, effort and assessment. To achieve the award of BSc Honours in Agricultural Management, a student must achieve a minimum of 120 credits at level 6.

Core Modules

3300 Research Project/Dissertation	30 credits @ level 6
3094 Integrated Farm Project	15 credits @ level 6
3006 Emerging Agricultural Issues	15 credits @ level 6
3218 Sustainable Business and Agri-Food Chains	15 credits @ level 6

Elective Modules

Elective Modules (15 credits each unless indicated otherwise)

Students should select a maximum of 45 credits, i.e. 3 electives are required for which the necessary pre-requisite knowledge can be demonstrated, from:

- 3102 Improving Personal Professional Practice 30 credits
- 3008 Advanced Livestock Production
- 3240 Contemporary Media Studies
- 3010 Game and Deer Management
- 3325 Rural Entrepreneurship
- 3020 Advanced Crop Production
- 3034 Marketing Communications
- 3041 Corporate Finance
- 3057 Advanced Crop and Plant Science
- 3067 Farm Machinery Management
- 3081 Consumer Behaviour
- 3093 Farmland Ecology
- 3205 MIS for Farming Businesses
- 3236 Epidemiology in Livestock Production
- 3237 Agricultural Technology
- 3238 Advances in Livestock Nutrition
- 3239 Crop Health and Protection
- 3228 Integrated Organic Systems
- 3207 Farming and Integrated Environmental Local Delivery

Students should note that a work-based option for the Research Project/Dissertation and Improving Personal Professional Practice modules

are **only** available to those with current and continuing positions of employment.

• **Student support services**

The programme manager is available to discuss particular issues related to the programme, and to assist with selection of appropriate elective modules.

In addition, all students will have access to a personal tutor who will be a member of academic staff with a direct input to the programme of study and who will be able to provide further advice and guidance on academic matters.

In addition to the above, and as part of the University's commitment to supporting student learning, all students will have access to the following:

- A formal induction programme when students first arrive at University that will introduce students to all aspects of student life, including support services available, and outline the study skills students will need to complete their programme successfully.
- The RAU Student Handbook that provides details of all facilities available to students.
- The programme specification and individual module handbooks that provide clear details of the assessment regulations and outline the teaching and assessment programme for each module of study.
- Online module teaching resources available through the University's VLE.
- Access to extensive Library and study skill packages, many of which are available online.
- Student e-mail and internet facilities.
- Personal access to all lecturing staff to enable students to discuss problems relating to specific modules or assessment activities.
- Access to additional learning support services, such as dyslexia or disability support services.
- Access to the Student Liaison Officer, the Student Welfare Officer and the University Health Centre.
- Access to independent and confidential counselling services.

• **Criteria for admissions**

The BSc Honours in Agricultural Management is an honours conversion programme designed to build on previous study and work experience.

Students will be expected to have already achieved an acceptable Foundation Degree or HND qualification prior to entry, the exact requirements of which will be set out following interview.

Students progressing from approved cognate Foundation Degree programmes will be eligible for direct entry onto the BSc Honours programme with no additional requirements to complete bridging studies.

Students from Foundation Degree and HND feeder programmes that do not articulate directly may be required to complete additional work in order to gain entry onto the BSc Honours programme. The nature of such additional work will be determined following interview with the programme manager and will relate to identified gaps in prior learning. This may involve the completion of coursework, or the sitting of an examination. In exceptional cases, students may be required to complete additional level 5 modules prior to enrolment onto the BSc Honours programme. Further guidance can be obtained from the Programme Manager or the admissions office at the Royal Agricultural University.

• Teaching, learning and assessment

This programme is inclusive of disabled people (e.g. hearing impaired, vision impaired, speech impaired, dyslexic and mobility impaired) with particular regard to teaching, learning and assessment, in accordance with Part 10: Inclusive Practice of the University's Teaching Quality Handbook and the [Equality Act 2010](#). Students are encouraged to disclose any impairment to the Disability Officer so that the appropriate support can be provided. Students have the right to request that the nature of their impairment be treated as confidential.

The programme will be taught using a mixture of lectures, seminars, tutorials and practical instruction. It is helpful to make clear distinction between these methods of teaching and to consider the role and purpose of each.

Lectures

The purpose of lectures is to interest students in a particular subject matter in order that they can research it further. Often they present key theories, concepts or approaches that are explained and explored during the session. Lectures are normally presented to a large group of students (often all the students on the same year of a programme). Usually students listen and take notes for most of the session, as the organisation of these sessions, combined with the numbers attending, does not lend itself to generalised debate. There may be question times offered at various intervals. Often the lecture will end by presenting a problem, question or scenario for students to consider and research in the time between the lecture and the follow up seminar/tutorial.

Lectures can be helpful to study by

- Stimulating interest in the subject matter
- Giving information
- Offering different perspectives on a subject

- Explaining difficult concepts and theories
- Showing students how to deepen their knowledge
- Providing an opportunity to listen to specialist guest lecturers

Seminars & Tutorials

Seminars (presentations, discussion and problem based activities) and tutorials (informal tutor sessions) should be primarily interactive and students gain the best experience only if they put in some preparatory work. They provide an opportunity for students to discuss topics with each other in an academic context. They are an occasion for the exchange of ideas and information under the guidance of an academic.

Seminars and tutorials can be helpful to study by:

- Offering the chance for students to express their views.
- Allowing academic interaction.
- Giving students valuable practice in making presentations.
- Facilitating discussions.
- Encouraging structured research.
- Sharing and diversification of information and experience.
- Introducing group work.

Practical Activity

Student practical activity, visits and demonstrations will take a variety of forms on farms, at agricultural businesses and in laboratories. They form an important part of overall programme provision and help to reinforce and apply the subject principles received in the lecture room.

Dissertation (Honours Research Project)/ Work based Research Project

Both the Honours Research Project and the Work-Based Research Project are formal, structured documents, based on some form of original research project. This may be in the form of an experiment, a survey, a literature review etc. Students are expected to develop and demonstrate their research skills and critical ability through the medium of this piece of work. The main purpose is to demonstrate the application of knowledge gained in the taught element of the programme and to show that a research topic can be handled with the right level of academic competence.

The project may take a variety of forms, depending on the interests and abilities of the individual student and the particular requirements of the study agreed with the project supervisor. **This subject must be related to the programme pathway of study in order that the desired pathway titled degree can be awarded and must be compliant with ethical research policy.**

The Honours Research Project/Work based research project is used as a vehicle for encouraging individual student efforts and expression. A maximum length of 12,000 words is required for an undergraduate dissertation. Whilst

there is no minimum length requirement, students are advised to aim for a dissertation length of between 10,000 and 12,000 words.

Directed and private study

Students are expected to undertake private study as an important learning method within the programme. Approximately two thirds of any time allocated to the undertaking of a module is devoted to private study. This will normally involve reading to explore the breadth and depth of the syllabus, preparation of tutorial/seminar work, preparation of coursework, case study submissions and preparation of major projects. The use of the University library is very important for the effective use of private study time. The library staff provide advice and assistance on both finding and using relevant material. Guidance in private study is also given by the academic staff.

- **Work-based learning**

Students registering for the BSc Honours Agricultural Management will have the option of completing either a full-time campus-based programme of study or a split programme whereby the majority of the learning hours for up to 50% of the credits may be achieved through activities undertaken within their existing working environment. Whilst the former will be more suited to those progressing from more traditional HND and FD awards, the latter will appeal to those in relevant employment who have the support of their employer/line manager in raising their academic qualifications.

The work-based learning activities comprise two 30-credit modules. Research Project/Dissertation which will require campus attendance for a small amount of the time but most of the work can be completed in the work place and a professional development module, Improving Personal Professional Practice, which will require students to reflect on their current position and to develop and acquire new or enhanced skills in order to further progress their career path.

Students should discuss their proposed pathway and study approach with the programme manager when initially applying for the programme. Those opting for the work-based route will be required to ensure the University is provided with sufficient assurances from their employer or line manager that the planned activities can and will be supported within the workplace throughout the period of registration.

- **Quality Assurance Procedures**

The procedures in place at the University are described in the Student Handbook, sent to students in advance of commencing their programme of

study. Students are urged to read the handbook carefully and to be aware of its contents.

The programme manager will convene at least two programme committee meetings during each academic year. The student cohort for the programme will elect up to two representatives to sit on this committee to reflect the views of the cohort as a whole. Minutes of these meetings, together with results of annual module and University evaluation questionnaires completed by the students and a report from the external examiner for the programme will be incorporated into an annual report compiled by the programme manager.

• **Marking Guides and Assessment Regulations**

Each module is assessed by one or more pieces of coursework and / or examinations. Full details are given on individual module sheets, available on the University website. To gain credits for a module, the student must average at least 40% in the assessments for that module.

Examinations take place at the end of Semester One and the end of Semester Two and students must ensure that they are available at these times. Examinations are generally unseen, written papers.

Students are responsible for ensuring that coursework assessments are submitted on time and that coursework is retained for subsequent resubmission as required. Any non-submission or non-attendance should be recorded as zero and a note placed against the individual assessment and against the module in Quercus.

The opportunity to refer (resit an exam or resubmit coursework) will be available to allow students who have failed to reach an overall mark of 40% to re-take or re-submit elements of up to two full modules (examinations and/or coursework assessments). A maximum module mark of 40% is available following referral.

Maximum credits permitted for referral is 50% of registered module credits per academic year for both undergraduate. For students studying part-time, limits will be 50% of registered module credits or a maximum of 30 credits, whichever is the greater.

Students are assumed '[Fit to sit](#)' their assessments and exams unless they apply for an extension or deferral due to exceptional circumstances and these should be submitted as soon as possible for consideration. Students can either apply for a ten day extension to an assignment, or a deferral of an assessment. When the form supported by acceptable evidence has been submitted and accepted resits may be taken without prejudice (as if for the first time), so that a mark greater than 40% may be awarded.

Full details of the assessment [regulations](#) for the University and generic marking guidelines for coursework and examinations can be found on the [RAU website](#) and via Student Information – [One Stop Shop](#)

- **Ownership of programme specification**

The Programme Management Group, part of the School of Agriculture, Food and Environment will be responsible for the management of the programme and maintenance of programme documentation.

- **Curriculum Map**

The curriculum map, detailing how the programme outcomes relate to the core modules is shown in appendix 1.

- **Career prospects**

As a leading educator serving the agricultural and rural business sectors, the RAU is well placed to provide networking opportunities for graduates interested in careers in the agricultural and rural industries. Typical employers of graduates from this programme will include large farming companies, agricultural advisory agencies, agricultural supply companies as well as providing the knowledge and understanding for graduates to return to make a positive contribution to family-run business.

Graduates will also possess qualifications sufficient to support applications for further study at Masters or PhD level on completion of this BSc Honours award.

- **Further information**

Further information about the University and more detailed information about the BSc Honours Agricultural Management programme can be obtained from the RAU website.

Prospective students are advised to contact the programme manager for further details and/or attend for interview prior to registration.

Module Reference Sheets

Module reference sheets, for all modules studied on the programme, are available on the University internet at

<http://www.rau.ac.uk/study/undergraduate-study/module-details/level-6>

Appendix 1: Curriculum Map

The following map shows how the core modules of the BSc Honours Agricultural Management programme combine to develop the programme outcomes outlined in the section above.

Programme Outcomes	Integrated Farm Project	Emerging Agricultural Issues	Sustainable Business and Agri-food chains	Research Project - Dissertation
Knowledge and Understanding				
A1. The effective management of agricultural production systems	X		X	
A2. The policies and socio-economic pressures affecting the agricultural industry	X	X	X	
A3. Sustainability and conservation of agricultural resources and public goods	X	X	X	
A4. The roles and responsibilities of regulatory and advisory bodies	X	X	X	
A5 Current developments in world agriculture		X	X	
Intellectual Skills				
B1 Application of subject-specific theories, paradigms, concepts and principles within learning and assessment environments	X		X	X
B2 Critical evaluation of appropriate literature sources to inform study		X	X	X
B3 Information synthesis from a number of sources in order to gain a coherent understanding	X	X	X	X
B4 Identification of, and finding solutions to, problems				X
B5 Development and validation of hypotheses	X			X
B6 Demonstration of independence of mind and thought	X			X
Practical Skills				

C1 Plan and complete an independent research enquiry			X	X
C2 Establish productive relationships and communicate effectively with stakeholders in the agricultural industry	X		X	X
C3 Draw up management plans utilising information from a wide variety of sources	X			X
C4 Apply initiative and take on responsibility	X	X		X
C5 Critically evaluate verbal and written communication to inform decision making	X	X	X	X
Transferable skills				
D1 Communicate clearly and effectively in verbal, written and visual media	X	X	X	X
D2 Source information and apply knowledge systematically and appropriately	X	X	X	X
D3 Develop, enhance and refine own powers of reflection				X
D4 Develop, enhance and refine skills in time management, prioritisation of tasks, and seek advice when appropriate	X		X	X
D5 Develop strong digital literacy skills	X	X		X
D6 Develop strong numeracy skills	X			X
D7 Develop independence and personal responsibility		X		X

Appendix 2: Elective Choices for the degree programme

Code	Module title
3008	Advanced Livestock Production
3240	Contemporary Media Studies
3010	Game and Deer Management
3011	Rural Business Diversification
3020	Advanced Crop Production
3034	Marketing Communications
3041	Corporate Finance
3057	Advanced Crop and Plant Science
3067	Farm Machinery Management
3081	Consumer Behaviour
3093	Farmland Ecology
3102	Improving Personal Professional Practice (30 credits)
3205	MIS for Farming Businesses
3236	Epidemiology in Livestock Production
3237	Agricultural Technology
3238	Advances in Livestock Nutrition
3239	Crop Health and Protection
3228	Integrated Organic Systems
3207	Farming and Integrated Environmental Local Delivery