

Royal  
Agricultural  
University  
Cirencester



## **Programme Specification**

### **BSc Honours Agricultural Management**



## **ROYAL AGRICULTURAL UNIVERSITY, CIRENCESTER**

### **PROGRAMME SPECIFICATION**

### **BSc HONOURS AGRICULTURAL MANAGEMENT**

**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** [Christopher.brough@rau.ac.uk](mailto:Christopher.brough@rau.ac.uk)

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• <b>Awarding Institution</b>	The Royal Agricultural University, Cirencester, Glos, GL7 6JS, UK
• <b>Teaching Institution</b>	The Royal Agricultural University, Cirencester
• <b>Final Award Title(s)</b>	BSc Honours Agricultural Management
• <b>Academic level on Framework for Higher Education Qualifications (FHEQ)</b>	Level 6
• <b>UCAS Code(s)</b>	D400
• <b>Relevant QAA Subject Benchmark Statement(s) and other reference points</b>	QAA subject benchmark statement for Agriculture, horticulture, forestry, food and consumer sciences (2009)
• <b>Mode of study</b>	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.
• <b>Language of study</b>	The programme is delivered and assessed in English
• <b>Date of production/revision</b>	August 2015
• <b>Educational Aims of the Programme</b>	

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**

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 The effective management of agricultural production systems.
- A2 The policies and pressures affecting the agricultural industry.
- A3 Sustainability and conservation of agricultural resources.
- A4 The roles and responsibilities of regulatory and advisory bodies.

Acquisition of knowledge is achieved mainly through lectures and directed student-centred learning. Where appropriate, understanding is reinforced through tutor and student-led tutorials and seminars.

## **ii. Intellectual Skills**

B1 An understanding of subject-specific theories, concepts and principles.

B2 Application of the skills necessary for academic study and enquiry.

B3 Critically assemble, evaluate and research a wide variety of types of information and evidence.

B4 Demonstrate the skills necessary to plan, conduct and report a programme of individual research.

B5 Development and utilisation of problem-solving skills.

In addition to lectures, intellectual skills will be developed through tutor-led tutorials, student-led seminars, coursework assignments and the dissertation.

## **iii. Practical / Professional Skills**

C1 Plan and execute an independent research enquiry.

C2 Prepare a business management plan using information from a range of sources.

C3 Develop personal information resources.

C4 Critically evaluate verbal and written communication to inform decision making.

Practical skills are developed by means of tutorials and seminars, though coursework assignments and the honours dissertation.

## **iv. Transferable Skills**

D1 Communicate clearly and effectively in verbal, written and visual media.

D2 Source information and apply knowledge systematically and appropriately.

D3 Development and enhancement of reflective skills.

D4 Manage time and tasks, prioritise work and seek advice when appropriate.

D5 Develop and improve team working skills.

Transferable skills are generally incorporated within modules and relate to relevant assessments as appropriate.

## **• 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 two work-based modules that provide an opportunity for those already in employment to complete 50% of the programme within their current working situation, thus significantly 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

Honours Research Project	
<b>or</b>	30 credits @ level 6
Work-Based Research Project #	
Integrated Farm Project	15 credits @ level 6
Emerging Agricultural Issues	15 credits @ level 6

## Elective Modules

### Elective Modules

Students should select a minimum of 60 credits, i.e. 4 electives are required for which the necessary pre-requisite knowledge can be demonstrated, from\*:

Farm Machinery Management	15 credits @ level 6
Integrated Organic Systems	15 credits @ level 6
Rural Business Diversification	15 credits @ level 6
Advanced Crop Production	15 credits @ level 6
Advanced Livestock Production	15 credits @ level 6
Marketing Communication	15 credits @ level 6
Agricultural & Equine Journalism	15 credits @ level 6
Farmland Ecology	15 credits @ level 6
Game and Deer Management	15 credits @ level 6
Corporate Finance	15 credits @ level 6
Advanced Crop and Plant Science	15 credits @ level 6
Climate Change and Development	15 credits @ level 6
Countryside Management	15 credits @ level 6
MIS for Farming Businesses	15 credits @ level 6
Sustainable Business & Agri-Food Supply Chains	15 credits @ level 6
Consumer Behaviour	15 credits @ level 6
Critical Issues in Organisation	15 credits @ level 6

\*Additional modules from the University's level 6 provision may be available by negotiation with the programme manager and module leader concerned.

# Students should note that the Work-Based Research Project 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 Chris Brough who will be available to discuss particular issues related to the programme, and to assist with selection of appropriate elective modules.

The Programme Management Group is as follows

Programme Manager: Chris Brough (Office location Room 23 Garner lecture Block) [Christopher.brough@rau.ac.uk](mailto:Christopher.brough@rau.ac.uk)

Year 3 Manager: Steve Finch (Room 22) [steve.finch@rau.ac.uk](mailto:steve.finch@rau.ac.uk)

Dissertation coordinator – Dr Hugh Martin (Biological Sciences Laboratory) [hugh.martin@rau.ac.uk](mailto:hugh.martin@rau.ac.uk)

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.

Students will also have the opportunity to register for an Ordinary BSc degree award, in which case they will not undertake the Dissertation/Work-Based Research module. They may, however, have the opportunity to return and register for their Honours award in a subsequent year and at additional cost.

Further guidance can be obtained from the Programme Manager or the admissions office at the Royal Agricultural University.

#### • **Teaching, learning and assessment**

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**

Lectures are not intended to be seen as the founts of all knowledge. Higher education is a partnership between students and tutors. The purpose of lectures is to interest students in a particular subject matter in order that they can research it further.

Lectures are normally presented to a large group of students (often all the students on the same year of a programme or module). Usually students listen to the lecturer 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.

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 and tutorials are primarily interactive and will only work if students put in some effort. They provide an opportunity for students to interact with each other in an academic context. They are an occasion for the exchange of ideas and information under the guidance of a lecturer/tutor.

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

### ***Practicals***

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

### ***Honours Research Project/Work-Based Research Project***

Both the Honours Research Project and the Work-Based Research Project require the completion and submission of a formal, structured document, usually based on some form of original research activity. Students are expected to develop and demonstrate their research skills and critical ability through the medium of this piece of work. The main purpose of this research is to demonstrate the application of knowledge gained in the taught element of the programme and to show that a research activity 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 their supervisor - for students in work and completing the work-based project, this may involve discussion and agreement with both their University supervisor and employer on a suitable research topic.

Both the Honours Research Project and the Work-Based Research Project will be used as a vehicle for encouraging individual student efforts and expression. Whilst there is no minimum length requirement, students are advised to aim for a final report length of around 16,000 words. Students are advised to aim for a dissertation length of between 10,000 and 12,000 words.

### ***Dissertation (Honours Research Project)***

A dissertation is a formal, structured document, 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 of the dissertation 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 dissertation 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.

If students wish to withdraw from the dissertation and work towards an Ordinary BSc degree instead of honours, they should inform Registry in writing to ensure they are removed from the relevant module lists. Failure to do so will mean we will have to include a mark for the module, even if it is a zero for non-completion or withdrawal at a later date.

### ***Directed and private study***

Students are expected to undertake private study as an important learning method within the programme. 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.

### **Please note:**

- (a) The complete BSc Honours award will require, on average, a total of 1200 hours of student effort for a one-year programme, comprising of timetabled activities, private study and assessments. Students in employment and completing the work-based learning modules, should be aware of the total effort required, and of the need to undertake this in addition to that required by their employer.
- (b) 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.

- **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 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. A Work-Based Research Project which may be completed in place of the more usual BSc Honours dissertation 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.

All assessment marks may be subject to independent internal moderation and review by the external examiner for the programme. Students are advised to make copies of all coursework assignment available should an external examiner request a more formal review of marking standards.

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. Students do not have to pass, nor attempt, all assessment components to achieve a module pass, providing the final module average is 40% or above.

Examinations take place in both the spring and summer terms 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.

Please find a summary of the RAU Assessment Regulations effective from 1<sup>st</sup> October 2015. The updated regulation can be found on the [RAU website](#) Student Information – [One Stop Shop](#)

Students unable to complete coursework to the appropriate standard by the due date as a result of mitigating circumstances should submit as soon as possible for assessment and also submit a completed mitigating circumstances form to Registry. When a Mitigating Circumstances form supported by acceptable evidence has been submitted and accepted by the Mitigating Circumstances Panel, 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 the issued USB memory stick.

- **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.

<b>Programme Outcomes</b>	<b>Integrated Farm Project</b>	<b>Emerging Agricultural Issues</b>	<b>Honours Dissertation/ Work-Based Research Project</b>
<b>Knowledge and Understanding</b>			
A1. The effective management of agricultural production systems	X		
A2. The policies and pressures affecting the agricultural industry	X	X	
A3. Sustainability and conservation of agricultural resources	X	X	
A4. The roles and responsibilities of regulatory and advisory bodies	X	X	
<b>Intellectual Skills</b>			
B1. An understanding of subject-specific theories, concepts and principles	X		X
B2. Application of the skills necessary for academic study and enquiry		X	X
B3. Critically assemble, evaluate and research a wide variety of types of information and evidence	X	X	X
B4. Demonstrate the skills necessary to plan, conduct and report a programme of individual research			X
B5. Development and Utilisation of problem-solving skills	X		X
<b>Practical Skills</b>			
C1. Plan and execute an independent research enquiry			X
C2. Prepare a business management plan using information from a range of sources	X		

C3. Develop personal information resources			X
C4. Critically evaluate verbal and written communication to inform decision making	X	X	X
<b>Transferable skills</b>			
D1. Communicate clearly and effectively in verbal, written and visual media	X	X	X
D2. Source information and apply knowledge systematically and appropriately	X	X	X
D3. Development and enhancement of reflective skills			X
D4. Manage time and tasks, prioritise work and seek advice when appropriate			X
D5. Develop team-working skills	X	X	

## Appendix 2: Elective Choices for the degree programme

Code	Module Title	Module Leader/Contact for information
3008	Advanced Livestock Production	Chris Brough – <a href="mailto:christopher.brough@rau.ac.uk">christopher.brough@rau.ac.uk</a>
3020	Advanced Crop Production	Nicky Cannon - <a href="mailto:nicola.cannon@rau.ac.uk">nicola.cannon@rau.ac.uk</a>
3057	Advanced Crop and Plant Science	Hugh Martin – <a href="mailto:hugh.martin@rau.ac.uk">hugh.martin@rau.ac.uk</a>
3009	Agricultural & Equine Journalism	Peter Morris <a href="mailto:peter.morris@rau.ac.uk">peter.morris@rau.ac.uk</a>
3010	Game and Deer Management	Andrew Davis – <a href="mailto:andrew.davies@rau.ac.uk">andrew.davies@rau.ac.uk</a>
3067	Farm Machinery Management	Tom Overbury - <a href="mailto:tom.overbury@rau.ac.uk">tom.overbury@rau.ac.uk</a>
3011	Rural Business Diversification	Steve Thomas - <a href="mailto:stephen.thomas@rau.ac.uk">stephen.thomas@rau.ac.uk</a>
3228	Integrated Organic Systems	Nicky Cannon - <a href="mailto:nicola.cannon@rau.ac.uk">nicola.cannon@rau.ac.uk</a>
3041	Corporate Finance	Steve Thomas - <a href="mailto:stephen.thomas@rau.ac.uk">stephen.thomas@rau.ac.uk</a>
3034	Marketing Communication	<a href="mailto:Adam.donaldson@rau.ac.uk">Adam.donaldson@rau.ac.uk</a>
3081	Consumer Behaviour	<a href="mailto:Codrin.chiru@rau.ac.uk">Codrin.chiru@rau.ac.uk</a>
3092	Countryside Management	Ian Grange <a href="mailto:ian.grange@rau.ac.uk">ian.grange@rau.ac.uk</a>
3093	Farmland Ecology	Ian Grange <a href="mailto:ian.grange@rau.ac.uk">ian.grange@rau.ac.uk</a>
3085	Climate Change and Development	John Conway - <a href="mailto:john.conway@rau.ac.uk">john.conway@rau.ac.uk</a>
3205	Management Information Systems for Farming Businesses	Chris Brough - <a href="mailto:christopher.brough@rau.ac.uk">christopher.brough@rau.ac.uk</a>
3218	Sustainable Business & Agri-Food Supply Chains	Richard Baines <a href="mailto:richard.baines@rau.ac.uk">richard.baines@rau.ac.uk</a>
3038	Critical Issues in Organisations	Yaqub Murray
3081	Consumer Behaviour	Michael Draper