SRUC EDUCATION

Rural Business Management

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www.sruc.ac.uk/education
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Leading the way in Agriculture and Rural Research, Education and Consulting

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Rural Business Management

Why Study Rural Business Management at SRUC?

Whether you have studied business at school or college or have experience of business and would like to develop your knowledge and transferable skills in an environmentally friendly way, then these courses are for you! The rural business programmes develop specific knowledge and skills in areas such as entrepreneurship, enterprise, innovation, operations management, economic policy, human resource management, finance, e-commerce, and information technology, within a context of responsible sustainability and care for the environment.

Rural business involves enterprise, innovation and management in both voluntary and commercial industries as diverse as food production, distribution and marketing; leisure and tourism; environmental safety; animal welfare and equine pursuits. At Scotland's Rural College, our Rural Business Management programmes combine rounded rural business management education with real life case studies and industrial experience to ensure that you are prepared to meet the challenges of leading land-based and rural enterprises in the 21st century.

Which Courses Where?

	Aberdeen	Ayr	Barony	Edinburgh	Elmwood	Oatridge	Distance Learning
BA/BA (Hons) Rural Business Management	✓			✓			
HND Rural Business Management	✓			✓			
HNC Rural Business Management							✓

Course Content

HNC Rural Business Management

The HNC in Rural Business Management provides you with a broad introduction to key business principals. Throughout the year you will gain a breadth of knowledge and many transferable skills. You will study 15 modules over the course of the year including:

Also:
HND Rural Business Management Year 1,
BA/BA (Hons) Rural Business Management Year 1

1 year full-time
2 years part-time by Distance Learning

Course Content – Year 1:

- Business Management: An introduction
- Creating a Culture of Customer Care
- Developing Skills for Personal Effectiveness
- Economic Issues: An Introduction
- Environmental Awareness
- Financial Records for Small Business
- Human Resource Management: An introduction
- IT Applications Software 1
- Marketing: An Introduction
- Rural Business: Graded Unit 1
- Rural Land Use in Scotland
- Web Design: An Introduction

And choose three from:

- Arable Crop Production
- Grass and Fodder Crop Production
- Livestock Production Systems
- Retail Environment
- Getting Started in Business

Example first year module:
Financial Records for Small Business

This module has been designed to equip managers with fundamental record-keeping skills required for statutory and internal management purposes. It is primarily aimed at candidates with no previous book-keeping experience. The focus of the module is on learning by doing.

Course Content

HND Rural Business Management

The HND in Rural Business Management keeps a broad overview of business systems whilst starting to enable students to specialise their areas of interest. You will have the opportunity to further develop your knowledge and increase your skills set. A further 15 modules are studied, including:

Also:
BA/BA (Hons) Rural Business Management Year 2

2 years full-time

Course Content – Year 2:

- Business Law
- Data Collection and Handling
- Economics 1: Micro and Macro Theory and Application
- Internet electronic-commerce: Theory and Practice
- IT Applications Software 2
- Marketing Planning Process
- Planning Budgeting and Control
- Rural Business: Graded Unit 2
- Rural Business: Graded Unit 3
- Supervision and Management
- Using Financial Accounting Systems
- Work Experience

And choose 3 from:

- Agricultural Produce: Quality and Processing
- Farm Buildings and Controlled Environments* (RICS module)
- Livestock Management Systems
- Rural Business Diversification
- Rural Socio-Economic Development
- Specialised Field Crops
- Tourism, Sustainability and Rural Communities

Students who successfully complete the HND can apply to join year 3 of the BA/BA (Hons) Rural Business Management degree course.

Example second year module:
Internet E-commerce: Theory and Practice

This module is designed to explain the key concepts required to understand what electronic commerce (e-commerce) is, what benefits it brings to business and consumer, how commercial Web sites function and how e-commerce is likely to develop

Course Content

BA Rural Business Management

The third year of the Rural Business Management degree allows you to focus your knowledge and study elective subjects which give you the opportunity to specialise and tailor your studies to an area which specifically interests you. You will study to a greater level of detail and will be required to undertake more independent study.

Also:
BA (Hons) Rural Business Management Year 3

3 years full-time

Course Content – Year 3:

Core Modules

- Economic Policy and Analysis
- Industrial Management Placement
- Marketing Management
- Management Skills and Entrepreneurship
- Management Strategies
- Research Skills and Data Analysis

Choice of Elective Modules (choose 2)

- Advanced Case Studies
- Animal Growth and Development
- Horse Business Management
- Livestock Production Technology
- Multi-purpose Woodland Management* (RICS Module)
- Rural Planning and Environmental Impact Assessment
- Animal Welfare and Behaviour
- Crop Products and Potential
- Rural Development
- Rural Surveying and Land Use* (RICS Module)
- The UK Agri-Food Industries

Example third year module: Industrial Management Placement

This module aims to provide students with relevant work experience in the agribusiness or food sectors and enable them to complete a project of commercial relevance and potential benefit to the company on placement. Student will normally undertake a period of work experience within industry or within an organisation; during this time they will complete a project-based piece of work, which is assessed by the submission of a written project.

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Course Content

BA (Hons) Rural Business Management

During the fourth year of the BA (Hons) Rural Business Management students will increase their in-depth knowledge and skills through a suite of core and elective modules. You will also undertake an extensive piece of individual research, investigating a subject of your own choice. This "Honours Project" gives you the opportunity to work with supervisors from across SRUC, experts in their field actively conducting research or providing consultancy. Conducting your own research project allows you to develop a wealth of skills, from research skills to time management and planning, as well as building specialist knowledge, all of which will be relevant to your future employment.

4 years full-time.

Course Content – Year 4:

Core Modules

- Advanced Financial Management and Planning
- Business Marketing
- Honours Project (3 credits)
- Professional Practice and Law

Choice of Elective Modules (choose 2)

- Advanced Agronomy
- Animal Breeding and Genetics
- Animal Feed Technology
- Animal Welfare and Behaviour
- Equestrian Tourism
- Food and Agri-business Economic Policy
- Land-based Environmental Issues
- Rural Planning and Land Law* (RICS Module)
- Rural Property Valuations* (RICS Module)
- Topical Issues

Example fourth year module: Professional Practice and Law

The module provides a framework for the student to understand the standards of competence that will be expected of them in professional practice. It will assist them in the effective delivery of their knowledge and skills in their professional life in Management.

RICS Accreditation

Given the strong demand in the estate and land management industries for graduates with training in rural surveying, SRUC has developed an accreditation with the Royal Institute of Chartered Surveyors (RICS).

By studying a suite of specialist modules, as part of a rural surveying pathway, graduates will gain a RICS accredited degree that enables them, once they have work experience as a rural surveyor, to progress to the RICS APC (Assessment of Professional Competence) rural pathway. The award of the APC leads to Chartered Surveyor status. Practitioners from industry make a strong input to the teaching of this pathway which also benefits from the support of the RICS Scottish Rural Surveying Professional Group.

Student Voice

"The Rural Business Management Degree with RICS accreditation offered the opportunity to obtain further knowledge in areas which suited me greatly. I have been able to obtain a first hand insight into a wide range of areas, whilst grasping an understanding of the marketing, management, finance, economic and legal aspects associated within business."

Isla King, BA (Hons) Rural Business Management

www.sruc.ac.uk/blog/studentprofiles

www.sruc.ac.uk/business

Career Prospects

You will gain in-depth knowledge and specialist skills pertaining to your choice of elective modules. Whichever modules you choose, you will be well equipped for a career in a wide range of areas. Those who choose to supplement their core business subject with agriculturally focussed modules will be well prepared for a career in this diverse sector. Previous graduates have developed successful businesses based on family farms or gone on to such career areas as grain traders, Government officers or auctioneers.

Some students choose an animal-related focus to their studies and these students will prepare themselves for careers in horse business management, veterinary practice management and the animal-related supply sector. Graduates in this area combine practical animal skills with specialist business knowledge and industry experience.

The Chartered Management Institute (CMI) has formally recognised the value of our courses. When you graduate with a Rural Business Management degree, you are eligible for professional membership of the CMI, at either Associate or Member level.

Student Voice

"I would thoroughly recommend the Rural Business Management programme to anyone who has an interest in the land-based industries, as the qualification lends itself to a very broad range of career options upon graduation."

Sarah Reid, BA (Hons) Rural Business Management.

www.sruc.ac.uk/blog/studentprofiles

Contact Us

For more specific course information, please feel free to contact our lecturing staff:

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Entry Requirements

Minimum entry requirements for the BA/BA (Hons) Rural Business Management:
Typically four Scottish Highers/Irish Leaving Certificate subjects at Higher level (BBCC) or three A-Levels (BCC).

Minimum entry requirements for HND/HNC Rural Business Management:
Typically two Scottish Highers/Irish Leaving Certificate subjects at Higher level (CC) or one A-Level pass.

A wide range of **alternative qualifications** are given sympathetic consideration for entry e.g.NC Animal Care or SVQ2 Agriculture. Motivation, determination and relevant previous experience are recognised as alternatives to formal qualification; applications are particularly welcome from mature applicants.

Advanced entry into Year 2 or 3 may be possible with a highly relevant HND, Foundation Degree or similar qualification.

Progression from other SRUC courses: Students who have successfully completed an NC in a relevant subject at SRUC can progress onto HND Rural Business Management. Students who have studied other SRUC courses will be assessed on individual merit for progression onto the Rural Business Management course.

Related Courses

SRUC offer courses in the following areas which may also be of interest. Please take a look at our website for further information:

- Rural Business Management MSc/PG Dip
- Agricultural Professional Practice MSc/PGD Dip

www.sruc.ac.uk/courses

How to Apply

Application for full-time study on HND and degree (BA/BSc) courses is through UCAS (www.ucas.ac.uk). Please consult our website or prospectus for further details.

Codes for UCAS application are as follows:

• Institution code name:	**SRUC**
• Institution code:	**S01**
• Campus code:	**X (Aberdeen)** **Z (Edinburgh)**
• HND Rural Business Management	**654D HND/RB**
• BA/BA (Hons) Rural Business Management	**D0N0 BA/RBM**

Those wishing to study the HNC by Distance Learning or HND or Degree on a part-time basis will need to contact SRUC directly or apply on-line via the SRUC website at **www.sruc.ac.uk/courses**.

The BA/BA (Hons)Rural Business Management degree is awarded by the University of Glasgow.

About Scotland's Rural College (SRUC)

2012 saw the merger of Scotland's four land-based institutions: Barony, Elmwood and Oatridge Colleges and the Scottish Agricultural College. They now form Scotland's Rural College (SRUC) – the largest institution of its kind in Europe.

SRUC is an unusual organisation. Like a University, we have expertise in the areas of Education and Research, but in addition we also offer unrivalled links with industry through our Consultancy division and business services. We don't just offer undergraduate and postgraduate degree courses but we offer a full range of programmes at all levels from access courses and vocational studies through to PhDs.

We try to offer opportunities to study at whatever level is appropriate for you to join us at, and hope that you will stay with us, seamlessly progressing through educational levels and qualifications, until you have reached or exceeded your educational goal. You will find we offer courses which all link to the ways in which we make use of the land and natural resources around us – from agriculture and food production, the science that supports those industries, the way we interact with and support the environment around us, the business and industry which relies on these resources, to how we use outdoor space and the countryside in our recreation and leisure time.

SRUC comprises 6 campuses in locations around Scotland:

SRUC Aberdeen	aberdeen@sruc.ac.uk	www.sruc.ac.uk/aberdeen
SRUC Ayr	ayr@sruc.ac.uk	www.sruc.ac.uk/ayr
SRUC Barony	barony@sruc.ac.uk	www.sruc.ac.uk/barony
SRUC Edinburgh	edinburgh@sruc.ac.uk	www.sruc.ac.uk/edinburgh
SRUC Elmwood	elmwood@sruc.ac.uk	www.sruc.ac.uk/elmwood
SRUC Oatridge	oatridge@sruc.ac.uk	www.sruc.ac.uk/oatridge

Out and About

Study Visits

Study visits form an integral part of our courses and help students see how theories discussed in class are put into practice in real life situations. For example:

Students from SRUC Aberdeen's Agriculture and Rural Business Management courses were kept busy in term one during their module in Agricultural Produce: Quality and Processing. Student groups visited three renowned local businesses to find out more about the processing of Agricultural products and the associated quality controls.

McIntosh Donald, based in Portlethen, was founded in 1904 and is one of the leading producers of red meat products in Scotland. Our students were lucky enough to visit their Portlethen facility to learn about the slaughter process, followed by the processing of carcasses and how they are then graded and stored. The group are pictured below in their protective workwear prior to their tour of the facility.

Frontier Agriculture have 46 sites across the UK and are the UK's leading crop inputs and grain marketing business. Students visited the Newmachar Grain Store and Laboratory, located to the North of the Aberdeen campus. Whilst there, they learned how grain is sampled to ensure it meets quality requirements, and then saw how the grain is dried and stored. The Newmachar site has storage for 30,000 tonnes of grain, as well as a fully equipped laboratory. The site also looks after the conditioning and storage of malting barley, which ties in well with the final visit of the term.

The group were very keen to visit Glendronach Distillery. Based in Forgue, near Huntly, Glendronach is one of the oldest distilleries in Scotland having been founded in 1826. Our students saw how barley can be malted and used to produce malt whisky. At the end of their visit they got to sample a wee dram which went down very well!

Study Tour

Study tours are longer trips away from the campus which enable students to explore many aspects of Rural Businesses, sometimes in other parts of the world. Recent destinations have included France and Hungary. Students gain from the first hand experience of visiting rural businesses on the continent, as well as visiting other land-based learning centres to experience how their counterparts learn.

www.sruc.ac.uk/blog/studyvisits

Timetable

First and second years are broad and varied. You will study 15 “modules” (different subjects) each year. Each module normally has half a day of contact-time per week for a 10 week term. Some of this contact time will be lectures and some will be group work, visiting speakers, site visits, lab work, presentations, seminars, etc. You will, of course, have coursework and assignments to do outside the contact time as well.

In your 3rd and 4th year you will study 8 modules per year. Modules in degree years are divided between 2 semesters, so you will study half a day per week for 13 weeks for each module and will have an examination at the end of the semester. During the degree years there is an even greater emphasis on self-study and you will be given assignments to undertake in your own time, outside of the contact hours.

You will see from the course content information that some modules are “core” (compulsory) while some are electives. Leaving you a choice of elective modules allows you to tailor your course to your own areas of interest.

Modes of Study

This course can be studied full-time or part-time. Part time study usually involves studying at half the pace of full-time, making it possible to juggle work or other commitments at the same time as studying.

▸ For more information about open days, visit our website:
www.sruc.ac.uk/opendays

If you are unable to attend one of the scheduled Open Days,
please contact us so that we can make alternative arrangements for you to visit.
Further information is available from the local campus Marketing and Student Recruitment Office.

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