



SAC



Scottish Agricultural College

Rural Business Management



Aberdeen • Ayr • Edinburgh
0800 269 453
www.sac.ac.uk/learning

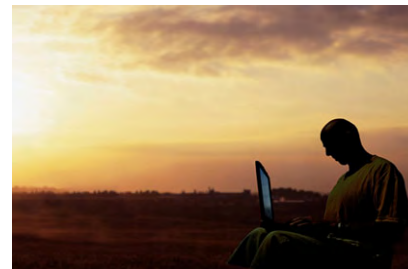




Rural Business Management Course Information

Why study Rural Business Management?

The management of Rural Business is vital to the UK economy. 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 SAC our Rural Business Management programmes combine rounded rural business management education with real live 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.



If 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.

SAC... a unique institution

SAC – the Scottish Agricultural College – is Scotland’s specialist higher education institution for courses that relate to the existing and emerging land-based industries and pursuits, applied food, plant and animal sciences and sustainable land-use.

SAC offers courses in a wide range of subject areas, all related to how we make use of the land and environment around us: Agriculture, Science, Green Technology, Horticulture, Environment, Conservation, Business, Sport and Tourism courses are on offer at our three campuses in Aberdeen, Ayr and Edinburgh.

SAC offers HNC, HND and degree courses, and our degrees are awarded by the prestigious universities of Glasgow and Edinburgh.

In addition to its role in education, SAC has an innovative and leading research and development programme and runs an international advisory and consultancy service. This all means that as a student at SAC you are taught by a team of staff including lecturers, researchers, advisers and consultants. They will provide up-to-the-minute information and insight into the commercial world beyond the College environment. We believe no other education institution can offer this combination of expertise and experience.



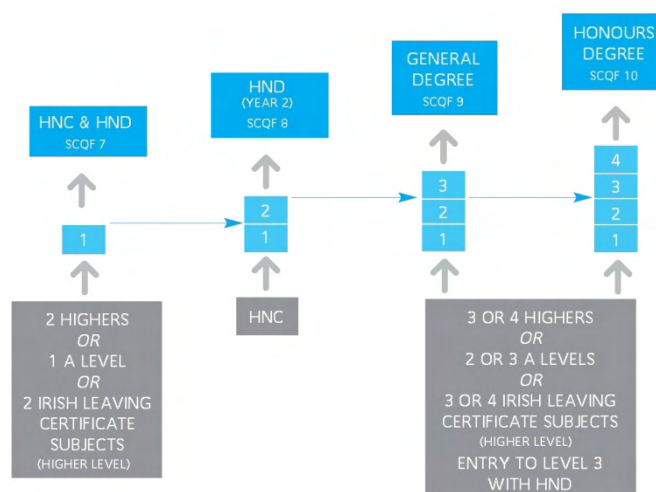
Rural Business Management: Which Courses Where?

Awards Available:	Campus		
	Aberdeen	Ayr	Edinburgh
BA/BA (Hons) Rural Business Management (Enterprise)	✓	✗	✓
BA/BA (Hons) Rural Business Management (Agriculture)	✓	✗	✓
BA/BA (Hons) Rural Business Management (Animal)	✗	✗	✓
BA/BA (Hons) Rural Business Management (Equine)	✓	✗	✗
HND Rural Business Management	✓	✗	✓
HNC Rural Business Management	By Flexible/Distance Learning		

Qualifications to suit your needs

Our role is to help you achieve your true potential. This is why we have designed many of our courses to allow progression from one academic level to the next, with the possibility of a qualification at the end of each academic year (HNC, HND, degree, or Honours degree).

If, for some reason, you do have to leave before achieving an Honours degree, you needn't leave empty handed. Similarly, you may enrol for the HNC or HND, and as long as your performance is good enough, you can transfer to the degree course without any loss of time or repeated years.



SAC also makes provision for holders of many HNCs or HNDs from elsewhere to transfer to the second or third years, as appropriate, of a suitable HND or degree.

Methods of delivery and assessment

This course makes full use of the rural businesses surrounding SAC's campuses by bringing students into contact with live business issues through case studies and business plans for their chosen optional stream. Visits to rural businesses, processing facilities, and commercial producers are a regular feature of the course, as a supplement to the normal lecture programme. During year 3 of the degree course, students solve problems related to businesses in their chosen field through advanced case studies and a residential trip.

Application Details



Application for full-time study on HNC, HND and degree (BA/BSc) courses is through UCAS (www.ucas.ac.uk). Please consult the SAC web site or prospectus for further details.

Codes for UCAS application are as follows:

- | | |
|--|----------------|
| • Institution code name: | SAC |
| • Institution code: | S01 |
| • HNC Rural Business Management | 012N HNC/RBMgt |
| • HND Rural Business Management | 654D HND/RBMgt |
| • BA/BA (Hons) Rural Business Management (Enterprise) | D0N0 BA/RBMgt |
| • BA/BA (Hons) Rural Business Management (Agriculture) | NDF4 BA/RBMAgr |
| • BA/BA (Hons) Rural Business Management (Animal) | ND23 BA/RBMAAn |
| • BA/BA (Hons) Rural Business Management (Equine) | ND24 BA/RBMEq |

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

Entry Qualifications

- **Direct entry to Degree programmes:** Typically three Scottish Highers/Irish Leaving Certificate subjects at Higher level (BCC) or two A-Levels (CC)
- **HND/HNC:** 2 Highers (CC) or 1 A-Level pass.

Relevant vocational qualifications are accepted, and advanced entry (for example into year 3 of the degree course) is available to those students with a relevant HND. Mature entrants with an interest and desire in the subject are encouraged to discuss application.

Many subjects are appropriate as previous study. Applicants with Access courses are also strongly encouraged to apply.

Contact Details:

Students wishing to study part-time or obtain specific programme advice should contact:

In Aberdeen:	In Ayr:	In Edinburgh:
<ul style="list-style-type: none">• George Robertson• 01224 711043• george.robertson@sac.ac.uk	N/A	<ul style="list-style-type: none">• Doreen Hislop• 0131 535 4132• doreen.hislop@sac.ac.uk

Career Prospects

A wide variety of careers are possible on completion of the Rural Business qualifications. Students are frequently offered positions before they graduate as managers within the food and agri-business sector, with others returning to run family businesses or starting up their own business. Part of the course involves two paid industrial placements in the summer months. This gives students excellent links to industry and helps to secure their first job.

SAC's graduate employment rate is 92%.



Study Tour

Open Days



2011 Open Days are as follows:

- Saturday 10th September - Open Morning (10.30am-1.30pm)
- Wednesday 12th October - Open Afternoon (1.30-4.30pm)
- Wednesday 23rd November - Open Afternoon (1.30-4.30pm)

Applicant days are held in early 2012 for those applicants holding offers.

Please book your place through our web site at www.sac.ac.uk/opendays

2012 Open Days are as follows:

- Saturday 8th September - Open Morning (10.30am-1.30pm)
- Wednesday 10th October - Open Afternoon (1.30-4.30pm)
- Wednesday 21st November - Open Afternoon (1.30-4.30pm)

Visit Us:

Open days and evenings are held regularly and we encourage those interested in this course to attend in order to speak to staff, meet students, and see the facilities. In addition, each campus hosts a taster day each year. This is your chance to be a SAC student for the day. Details are available on the web site.

For more information please contact one of the Student Recruitment Officers or book through the web site. If you are unable to attend one of the open days, please contact us so that we can make alternative arrangements for you to visit.

General information and details about open days and taster sessions are available from:

In Aberdeen:	In Ayr:	In Edinburgh:
Student Recruitment Officer SAC Aberdeen Craibstone Estate ABERDEEN AB21 9YA Email: aberdeen@sac.ac.uk	Student Recruitment Officer SAC Ayr, Riverside Campus University Avenue AYR KA8 0SX Tel: (01292) 886196 Email: ayr@sac.ac.uk	Student Recruitment Officer SAC Edinburgh West Mains Road EDINBURGH EH9 3JG Email: edinburgh@sac.ac.uk

HNC Rural Business Management

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

Course Content:

- 1 year full-time
- The HNC Rural Business Management also constitutes the 1st year of the HND and degree programmes.

Core Subjects:

- 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: An Introduction
- Web Design: An Introduction

Those intending to progress on to year two of the HND should select a further 3 units. Advice is given on how units cluster together to reflect the four distinct Rural Business clusters, enterprise, equine, and agriculture. Those taking the Animal stream specialise later in the course.

Agriculture Cluster

- Arable Crop Production
- Grass and Fodder Crop Production
- Livestock Production Systems

Enterprise Cluster

- Retail Environment
- Getting Started in Business
- Developing Entrepreneurial Skills

Equine Cluster

- Equine Industry: An Introduction
- Equine Studies: Equine Health
- Equine Studies: Grassland Management

HND Rural Business Management

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

Course Content:

- 2 years full-time
- Year 1 of the HND is the HNC Rural Business Management.
- The HND Rural Business Management also constitutes Years 1 and 2 of the degree programmes.

Core Subjects:

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

Appropriate electives are chosen according to which cluster you are following.

Agriculture Cluster

- Livestock Management Systems
- Agriculture Produce: Quality and Processing
- Specialised Field Crops

Enterprise Cluster

- Rural Socio-Economic Development
- Rural Business Diversification
- Farm Scale Renewable Energy

Equine Cluster

- Equine Studies: Equine Nutrition
- Equine Studies: Planning Equine Facilities (double credit)

BA Rural Business Management

There are seven core units and a choice of one elective unit depending on the optional cluster selected. There are five elective clusters within the third year. Students must select only one optional cluster to study: • Enterprise • Agriculture • Animal • Equine

Course Content:

- 3 years full-time
- Students may study 3 years to achieve the BA, or 4 years for BA (Hons).

Core Subjects:

- Research Skills and Data Analysis
- Management Skills and Entrepreneurship
- Economic Analysis for Business Decisions
- Management Strategies
- Marketing Management
- Industrial Management Placement
- Advanced Business Case Study

Elective Subjects:

Agriculture Cluster

Livestock Production Technology **OR**

- Crop Products and Potential

Animal Cluster

- Animal Welfare and Behaviour **OR**
- Animal Systems and Society

Equine Cluster

- Horse Business Management **OR**
- Animal Welfare and Behaviour

Enterprise Cluster

- Rural Development **OR**
- Rural Sociology and Psychology

BA (Honours) Rural Business Management

Choosing specific options in 3rd and 4th year will lead to the award of BA/BA (Hons) Rural Business Management with specialisms in the areas of Agriculture, Animal, Enterprise, or Equine.

Course Content:

Core Subjects:

- Topical Issues
- Business Law and Taxation
- Advanced Financial Management and Planning
- Business Marketing
- Professional Practice
- Honours Project

Elective Subjects:

Agriculture Cluster

- Animal Feed Technology **OR**
- Advanced Agronomy

Animal Cluster

- Advanced Animal Welfare and Behaviour **OR**
- Animal Feed Technology

Equine Cluster

- Equestrian Tourism **OR**
- Animal Feed Technology

Enterprise Cluster

- Food and Agri Business Economy Policy **OR**
- Land Based Environmental Issues