

Rural Business Management

Scotland's Rural College (SRUC)

Venues

Aberdeen Campus
Barony Campus
Edinburgh Campus

Content

Throughout the course you will develop a thorough understanding and build knowledge of the fundamentals of business management and will be provided with the opportunity to study elective subjects in other disciplines, such as food, agriculture, horse business, tourism, rural surveying and land management.

The course includes the use of case studies, which are often accompanied by site visits, giving you a hands-on feel for the landbased industries. By the end of the course you will be equipped with the necessary skills to develop a career as a manager in the agri-food and landbased industries, tourism or self-employment.

A general route or specialist streams are available depending on your chosen campus. Those undertaking the RICS pathway will be awarded a RICS accredited degree (only offered at the Edinburgh campus).

Content includes: Marketing; Management Strategies; Active Tourism; Product Development and Branding; Professional Practice and Law, Food and Agri-Business Economic Policy.

Start Date

September

Qualification

Degree

Study Method

Part time (day)

Award Title

BA/BA Hons

Course Length

6 - 8 years

Department

Business

Entry Requirements

4 Highers at BBCC plus English and Maths at National 5.

SCQF Level

9/10

Website

www.sruc.ac.uk