

Programme Specification

Part 1: Basic Data			
Awarding Institution	Hartpury University		
Teaching Institution	Hartpury		
Delivery Location	Hartpury		
Study abroad / Exchange / Credit recognition	None		
Department responsible for programme	Equine		
Programme Title	BA (Hons) International Horseracing Business		
Professional Statutory or Regulatory Body Links	None		
Highest Award Title	BA (Hons) International Horseracing Business with Integrated Placement Year BA (Hons) International Horseracing Business		
Default Award Title	None		
Interim Award Titles	BA International Horseracing Business BA International Horseracing Business (IP) DipHE International Horseracing Business Dip HE Horseracing Business Cert HE Horseracing Business Cert Equine Studies		
Mode(s) of Study	FT / IP / PT		
Codes	UCAS:	JACS: D422	
	Year One: D4N2 Foundation Year: DFN2		
	UNIT-e: BAHEIHBX	HESA:	
Relevant QAA Subject Benchmark Statements	Agriculture, Horticulture, Forestry, Food and Consumer Sciences. Events, Hospitality, Leisure, Sport and Tourism.		
Last Major Approval Date	31 August 2018	Valid from	1 September 2018
Amendment Approval Date		Amended with effect from	
Version	4.0		
Review Due By	1 September 2024		

Part 2: Educational Aims of the Programme

Students reading for an honours degree in International Horseracing Business will develop knowledge and understanding of key business and commercial principles within a range of pure and applied modules. Current issues within industry are integrated to reflect the needs of industry and of society. Taught modules provide underpinning knowledge and understanding alongside a framework for research, whilst the industry-based modules develop application of core theoretical principles.

The programme therefore aims to:

1. Build on basic scientific principles to develop knowledge and understanding of the commercial horseracing industry and uses this knowledge to study horseracing and allied industries in the context of the present day global environment.
2. Enable students to acquire knowledge and an understanding of the contemporary business environment to underpin skills used to effective purpose in the management and business roles within a commercial horseracing organisation.
3. Provide students with the opportunity to think constructively and critically, discuss and evaluate concepts in business subjects, propose sound and reasoned solutions to problems and show clear development of these skills as a result of the programme.
4. Enable students to make effective contributions to the commercial development and direction of a horseracing or other operation.
5. Provides students with the ability to transfer skills to different working environments through placement opportunities within the horseracing industry.
6. Give the students the opportunity to design, construct and undertake vocationally relevant research relevant to the field of international horseracing.
7. Provide students with the ability to transfer skills to different working environments, forming the foundation for a range of careers in the commercial horseracing and allied industries.
8. Provide students with opportunities to develop knowledge and skills which will enable them to anticipate and adapt to the changing demands of business and society.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Graduates from this programme have been exposed to experience, expertise and practice in and from the commercial horseracing and allied industries. As such, they will have developed a wide range of transferable business skills and commercial acumen alongside the ability to effectively communicate with a wide range of stakeholders. A high level of self-awareness alongside an understanding of the importance of customer service will enable graduates to network, negotiate and delegate successfully whilst being able to effectively work as part of a professional team. This, alongside periods of relevant work placements enables strong application skills of synthesising theory to practice.

**Part 3: Programme Structure for :
BA (Hons) International Horseracing Business**

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including:

- 1 level and credit requirements
- 2 award requirements that are additional to the regulatory credit requirements
- 3 module diet, including compulsory and optional modules

	Compulsory Modules	Optional Modules	Awards
Foundation Year	Foundation Skills Development HANV8A-30-3 Academic Skills in Practice HANV8B-30-3 Reviewing Literature HANV8C-15-3 Foundation Equine Studies HANV8H-15-3 Foundations of Business Enterprise and Management HANV8D-30-3	Not applicable.	Please note that those students entering on the Foundation Year must satisfy the additional credit requirements (as appropriate) for the following awards: <u>Cert HE Horseracing Business</u> <u>Cert Equine Studies</u>
Year 1	HEQV7U-30-4 Introduction to the Horseracing Industry HANXM8-30-4 Personal and Management Development HSPV5Q-15-4 Understanding Business and Economic Environment HSPV5V-15-4 Understanding Business and Financial Information HSPV5S-15-4 Introduction to the Principles of Marketing HEQV7T-15-4 Academic Skills for the Racing Executive	Not applicable.	<u>Dip HE International Horseracing Business</u> Requirements: This must include HEQV7V-30-2. <u>DipHE Horseracing Business</u> <u>BA International Horseracing Business</u> <u>BA International Horseracing Business with Integrated Placement Year</u> Requirements: This must include HANVK6-15-5. <u>BA (Hons) International Horseracing Business</u> Requirements: This must include all compulsory modules.
Year 2	HSPVK5-15-5 Professional Placement Experience HEQV7V-30-5 The International Horseracing Industry HANXU5-15-5 Undergraduate Research Process	HSPXRN-15-5 Event Management & Fundraising HSPV5R-15-5 The Sport Service Environment HSPV5W-15-5 Accounting Information for Business HSPV5T-15-5 Human Resource Management HSPXRL-15-5 Sport and Hospitality Management HSPXS6-15-5 Study Trip	<u>BA (Hons) International Horseracing Business with Integrated Placement Year</u> Requirements: This must include all compulsory modules and the Year Work Placement module HANVK6-15-5.
Placement Year: Students can undertake an optional year for work placement in racing or allied industries which can be completed in the UK or abroad and must be equivalent to 40 weeks' worth of work. Examples of placement year placements would include racecourse events management, hospitality, marketing, business management, operations and development executive positions. Students will complete module HANVK6-15-5 as part of their placement year.			
Year 3	HANV3R-45-6 Undergraduate Dissertation HEQV7W-15-6 Personal Industry Development Portfolio HEQV7Q-15-6 Horseracing, Governance and Law	HSPV53-15-6 Sports Sponsorship and Brand Development HSPV54-15-6 Strategic Management HANV3M-15-6 Undergraduate Independent Study HEQV4H-15-6 Contemporary Issues in Equestrian Sport HSPV44-15-6 People, Leadership and Change HSPV43-15-6 Sport and Social Media HEQV7S-15-6	

			Sales, Negotiation and Customer Service	

Part time:

The part time student journey from Entry through to Graduation is individually negotiated with the student.

Part 4: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

	Introduction to the Horseracing Industry	Personal and Management Development	Understanding the Business and Economic	Understanding Business and Financial Information	Academic Skills for the Racing Executive	Introduction to the Principles of Marketing	Professional Placement Experience	The International Horseracing Industry	Undergraduate Research Process	Event Management and Fundraising	The Sport Service Environment	Accounting Information for Business	Human Resource Management	Sport and Hospitality Management	Study Trip	Year Work Placement	Undergraduate Dissertation	Personal Industry Development Portfolio	Horseracing Governance, Regulation and Law	Sports Sponsorship and Brand Development	Strategic Management	Undergraduate Independent Study	Contemporary Issues in Equestrian Sport	People, Leadership and Change	Sport and Social Media	Sales, Negotiation and Customer Service	
<i>Learning Outcomes:</i>																											
A) Knowledge and understanding of:																											
Strategic and business planning, implementation and evaluation of resources to meet organisational needs.		✓					✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The purpose and relevance of IT applications within business.				✓		✓				✓	✓	✓		✓	✓			✓	✓	✓	✓			✓	✓		
Principles of commercial (horseracing) business management.	✓	✓	✓			✓	✓	✓					✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	
The moral, social and ethical issues related to horseracing business management.		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	
Current literature relating to a variety of subjects within the field of equine industry/ commercial business practice.		✓		✓	✓	✓	✓		✓	✓	✓	✓			✓		✓	✓		✓	✓	✓		✓	✓		
Theories, concepts, commercial skills and critical awareness of problems associated with global racing business management.		✓				✓	✓			✓	✓	✓	✓	✓	✓		✓	✓		✓	✓		✓	✓	✓	✓	
(B) Intellectual Skills																											
Demonstrate awareness and be able to debate wider ethical, social and environmental implications.		✓		✓		✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Part 5: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

At Hartpury, there is a commitment for a minimum average requirement of 15 hours/week contact time over the foundation year and Year One and 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face: face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

As well as engaging in an extensive strategy of commercial racing industry visits to enable students to experience real world application of theory in practice, including but not limited to visits to racecourses, race meetings, sales and the opportunity to engage in a racing focused study trip.

On the BA(Hons) International Horseracing Business Management programme teaching is a mix of scheduled, independent and placement learning:

Scheduled learning: May include lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; and external visits. Scheduled sessions may vary slightly depending on the module choices made. Within the Foundation Year a feature will be the facilitated workshops enabling students to benefit from individual and small-group study.

Independent learning: May include hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices made.

Placement learning: Will include an optional placement year and students may elect to study abroad as part of this programme. By the end of the course these students will have benefitted from completing work experience with opportunities to reflect upon their personal development and improving levels of skills relevant to their programme. This experience will give each student a valuable insight into different aspects of industry (national or international) and may have helped formulate ideas of possible careers available following graduation.

Description of the teaching resources provided for students

Students can access various resources which are used on a commercial basis by the Therapy Centre on-site at the institution. This includes; the overland equine high-speed treadmill, the equine water treadmill, the canine water treadmill and hydrotherapy pool, visiting therapists, and qualified on-site animal therapists. Students will also have the opportunity to engage with placements within the other commercially run faculties on site such as the marketing and the events management team. Alongside this, students will also be able to make use of a network of placements and opportunities supported by the Innovation, Careers and Enterprise team.

Having entry points into both a Foundation Year and Level One, enables the programme experience to facilitate the development of a successful undergraduate supporting a wide range of study backgrounds. The Foundation Year will prepare students with general study skills and opportunities to develop subject specific skills and knowledge. Additionally the Foundation year includes an internship enabling a student to put their skills into practice and develop an early appreciation of employment opportunities and attributes necessary for enhanced employability.

In addition, students will engage in an extensive strategy of racing industry visits to enable students to experience real world application of theory in practice, including but not limited to visits to

racehorse trainers, race meetings, sales, studs, veterinary practices and the opportunity to engage in a racing focused study trip.

Description of any Distinctive Features

The purpose of the programme contained in this submission for validation is to provide a balanced vocational and academic study that is intellectually challenging, vocationally relevant, and provides a foundation for pursuing a career within the equine-related industries.

The BA (Hons) International Horseracing Business programme provides a robust underpinning of the core business principles coupled with a sound knowledge of the contemporary commercial horseracing industry and applied sports management competencies. Option modules allow students to specialise and tailor their programme to specific areas and career interests within the racing industry or outside it. It is designed to expose students to real-world commercial racing practice, with opportunities embedded at all levels to engage with industry in teaching, observing practice and during study trips. This approach will provide a balanced vocational and academic study that is intellectually challenging, vocationally relevant, and provides a foundation for pursuing a career within racing and other allied industries.

This programme also incorporates a compulsory work placement period, allowing students to observe and to put theory into practice. A work based approach allows students to gain valuable relevant work experience, which in turn enhances their employability.

Academic support is provided by the teaching team for each individual module for module specific support needs. Additionally, each student cohort is allocated an academic tutor for the academic year. Students will see their tutor regularly throughout the semester in study skills sessions in smaller groups, and at least twice a semester on an individual basis. The individual tutorials allow students to discuss more specific needs or concerns with their tutor, and allows tutor feedback on academic progress and engagement.

In this Honours degree programme, academic knowledge and understanding will reinforce and support the development of industry and transferable skills to equip the student with the knowledge base and skills relevant to this very broad area of applied business management. The programme prepares graduates for the future needs of the horseracing industry in the UK and abroad, the nature of the academic programmes gives students the opportunity to work within the industry during vacation periods which will be encouraged to add to their personal vocational and practical skills in addition to knowledge base.

Overall, the programme combines the development of knowledge via teaching, research and practical skills to develop a graduate who can make an effective contribution to the equine related industries. It has been shown that the balance of skills developed on the programme will also enable graduates to gain employment in other occupational areas, if they so wish.

Part 6: Assessment

This module will be assessed according to the Academic Regulations published for the academic year on the website <http://www.hartpury.ac.uk>

Assessment Strategy

Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

Assessment within the Foundation Year had been designed to prepare a student for the assessment to come in following years. As such, it demonstrates a breadth of type and gradual introduction to the expectations for HE level study.

The robust business nature of the BA (Hons) International Horseracing Business Programme (IHRB) enables students be exposed to commercial experiences both in and out of the industry to broaden their remit. As such the assessment strategy mirrors the skill-set that a graduate will

require in order to succeed in the business arena. The assessment strategy has been designed to mirror real-life experiences in a commercial operation, developing key-graduate attributes of communication, customer service and commercial acumen through the three levels. Through levels four and five students are exposed to a mixture of group and individual assessments, with a bias towards oral and written so that they can be exposed to complex situations and develop their presentation, self-awareness and team-working skills. At level six, students have the opportunity to refine this skill-set in order to produce a graduate who can confidently research in order to effectively network, negotiate and sell under pressure in an individual assessment setting.

The range and types of assessments should measure appropriately students' achievement of the knowledge, skills and understanding identified in the learning outcomes. As part of this programme, students complete a compulsory work placement in their second year of study. Their experiences from this work placement are likely to form the basis for ideas for their dissertation project in their third year of study. The portfolio for the compulsory level four module will combine a number of areas of development, including practical skill development and the enhanced recognition and development of transferable skills. This develops in compulsory level five and six modules in order to ensure a continuing level of self-reflection and development throughout the programme. The inclusion of a range of commercial horseracing industry-focussed assessments across all levels encourages the development of well-rounded graduates from this programme.

In line with the institutions commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.

Assessment Map

The programme encompasses a range of **assessment methods** and these are detailed in the following assessment map:

Assessment Map for

		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
Compulsory Modules Foundation Year	Foundation Skills Development	A (25)				B (75)					
	Academic Skills in Practice						A (25)	B (75)			
	Reviewing Literature						(A100)				
	Foundation Equine Studies			B (50)			A (50)				
	Foundations of Business Enterprise and Management						A (50)	B (50)			
Compulsory Modules Level 4	Introduction to the Horseracing Industry						A (25)	B (75)			
	Personal and Management Development						A (G) (40)			B (60)	
	Understanding the Business and Economic Environment						A (G) (50)	B (50)			

	Understanding Business and Financial Information	A (60)	B (40)						
	Introduction to The Principles of Marketing				A (G) (100)				
	Academic Skills for the Racing Executive				A (30)				B (70)
Compulsory Modules Level 5	Professional Placement Experience								A (100)
	Undergraduate Research Process						A (100)		
	The International Horseracing Industry				A (G) (50)	B (50)			
Optional Modules Level 5	Event Management & Fundraising				A (25)	B (75)			
	The Sport Service Environment						A (100)		
	Accounting Information for Business	A (50)					B (50)		
	Human Resource Management			A (50)		B (50)			
	Sport and Hospitality Management				A (25)	B (75)			
	Study Trip				A (G) (100)				
Optional Year	Year Work Placement								A (100)
Compulsory Modules Level 6	Undergraduate Dissertation							A (100)	
	Personal Industry Development Portfolio				A (25)				B (75)
	Horseracing, Governance and Law	A (100)							
Optional Modules Level 6	Sports Sponsorship and Brand Development				A (G) (100)				
	Strategic Management						A (100)		
	Undergraduate Independent Study						A (100)		
	Contemporary Issues in Equestrian Sport				A (25)	B (75)			
	People, Leadership and Change				A (25)	B (75)			
	Sport and Social Media						B (50)	A (50)	
	Sales, Negotiation and Customer Service				A (100)				

*Assessment should be shown in terms of either **Written Exams**, **Practical exams**, or **Coursework** as indicated by the colour coding above.

Part 7: Entry Requirements

Applicants will have achieved entry criteria appropriate for the year of entry, which can be found through the institutions website (www.hartpury.ac.uk).

We also welcome applicants from a diverse range of backgrounds who do not have the entry requirements outlined above. Applicants will be considered on the basis of evidence of personal, professional and educational experience which indicates an applicant's ability to meet the demands of the programme. Where appropriate experience or learning has been gained prior to enrolment on the programme RPL/RPEL may be possible.

Applicants whose first language is not English must also gain a minimum IELTS score of 6.0 prior to entry onto the programme.

Part 8: Reference Points and Benchmarks

Description of **how** the following reference points and benchmarks have been used in the design of the programme:

QAA UK Quality Code for HE

Has been used to define the minimum level of achievement that students need to achieve to succeed on this programme and achieve the qualification. It has also been used to inform the academic quality of the programme and enhance the quality of the learning opportunities and the assessment methods used to measure achievement on the programme.

The Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) 2015

The programme has been designed considering how it addresses aspects of part one of the ESG. In particular the programme has been designed so that it meets 'the objectives set for them, including the intended learning outcomes. The qualification resulting from a programme should be clearly specified and communicated, and refer to the correct level of the national qualifications framework for higher education and, consequently, to the Framework for Qualifications of the European Higher Education Area.'

Additionally the design and teaching, learning and assessment strategy within this programme encourages the programme to be 'delivered in a way that encourages students to take an active role in creating the learning process, and that the assessment of students reflects this approach'.

Enhancement of lifelong learning skills and personal development to contribute to society at large.

Hartpury 2020 Strategy and the Teaching and Research Excellence Strategy 2017-2021

These have been used in designing this programme to ensure that the programme is: learning-centred; underpinned by sound health and safety practices and informed by research and professional practice; inclusive, flexible and accessible, exemplified in particular by the part-time and accelerated study routes; and, provides a diverse assessment diet. Furthermore, the programme aims to produce graduates who: know and value themselves as open-minded, reflective and inter-dependent learners, and participants, employees, self-employed professionals and entrepreneurs in global settings and as global citizens; and, reflect on their own learning and practice, who value others as collaborators in their learning and its exchange.

Assessment within the programme: is an integral part of a dynamic learning and teaching process and not separate from it; plays a key part in the rigorous setting and maintaining of academic standards; provides all students with the entitlement to parity of treatment; makes no distinction between different modes of study; ensures that progression is achieved by credit accumulation and the completion of pre-requisites and co-requisites; recognises different module learning in different forms of assessment; and, affords students the maximum opportunity to demonstrate their knowledge, skills, competencies and overall strengths through a variety of assessed activities.

Staff expertise and research:

The institutions staff have a number of years of industry experience and remain active in key areas of the agricultural industry. The proposed modules for the International Horseracing Business programme are based on well-established teaching areas within the institution. All modules will be taught by staff who are either research, industry or consultancy active, or actively engaged in scholarly activity, and who bring their current experience to bear on their teaching. All research is encouraged and supported through the institutions Research Committee.

Employer interaction/feedback:

Feedback has been sought from a range of employers within the commercial horseracing sector. These industry panel discussions centred on the purpose of the programme and the skills and knowledge needed to ensure the programme is current and relevant to employers. Industry employers were also included on the periodic curriculum review. Feedback was also sought on the programme from current students, graduates and liaison with the Business Subject area and the Equine Subject Area teams.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the Institution's website.

Programme Amendment Log

Programme Title:	BA (Hons) International Horseracing Business
Programme Code:	D4N2/BAHEIBHX
Initial Approval Date:	V1.0 1 st September 2017
Approved by:	Hartpury Curriculum Approval Committee
Approved until:	01 September 2023
Original version number:	1.0

Changes:

Rationale: After the successful application for University Title, amendments were required to all specifications.	
Material Alteration: Yes and Course Information Sheet amended appropriately: Not required	
Outline Change Details: 1. Part 1: Basic Data requires the Awarding Body to be amended from Hartpury College to Hartpury University. 2. Award Titles amended to replace (SW) with (IP) 3. Subject Benchmark Statements updated where required. (Remove any not relevant text)	
Change requested by:	Academic Registrar
CVC approval date:	31 August 2018
Change approved with effect from:	01 September 2018
New version number:	4.0

Version 2.0

Rationale: To provide additional academic depth within the written part of the Human Resource Management HSPV5T-15-5 assessment.	
Material Alteration: Yes	
Outline Change Details: Change of assessment weighting between component A & B from 75/25 to 50/50 on Human Resource Management	
Change requested by:	Kevin Ball
CVC approval date:	06 August 2018
Change approved with effect from:	01 September 2018
New version number:	2.1

Version 2.0

Rationale: 1. To increase access and widening participation opportunities for this programme. 2/3. To ensure specification shows correct information.	
Material Alteration: Yes and Course Information Sheet amended appropriately: Yes	
Outline Change Details: 1. Addition of Foundation Year as an entry point into this programme and therefore this has been reflected in the appropriate sections. 2. Module title change to HSPV43-15-6, from 'Media, Technology & Communication in Sport' to 'Sport and Social Media'. 3. Correction of Interim/Target Awards with credit requirements.	
Change requested by:	Catherine Porter

CVC approval date:	01 March 2018
Change approved with effect from:	01 September 2018
New version number:	V2.0

