



HARTPURY

Programme Title:	BA (Hons) Equine Business Management
Programme Code:	BAHEEBMX
Initial Approval Date:	01 September 2017
Approved by:	Hartpury Curriculum Validation Committee
Approved until:	01 September 2024
Original version number:	V2.0

Version 2.0 (2017 intake)

Rationale: 1. To provide additional academic depth within the written part of the Human Resource Management HSPV5T-15-5 assessment. 2. To ensure information is accurate.	
Material Alteration: Yes	
Outline Change Details: 1. Change of assessment weighting between component A & B from 75/25 to 50/50 on Human Resource Management 2. Addition of missing modules from the programme map.	
Change requested by:	Kevin Ball
CVC approval date:	06 August 2018
Change approved with effect from:	01 September 2018
New version number:	2.1



HARTPURY

Programme Specification

Part 1: Basic Data			
Awarding Institution	Hartpury College		
Teaching Institution	Hartpury		
Delivery Location	Hartpury		
Study abroad / Exchange / Credit recognition	None		
Department responsible for programme	Equine		
Programme Title	BA (Hons) Equine Business Management		
Professional Statutory or Regulatory Body Links	None		
Highest Award Title	BA (Hons) Equine Business Management (SW)		
Default Award Title	None		
Interim Award Titles	DipHE Equine Business Management CertHE Equine Business Management Cert Equine Studies		
Mode(s) of Study	FT / SW / PT		
Codes	UCAS: Year 1: DN42 Foundation Year: DF42		JACS: D422
			HESA:
Relevant QAA Subject Benchmark Statements	Agriculture, Horticulture, Forestry, Food and Consumer Sciences. Events, Hospitality, Leisure, Sport and Tourism.		
Last Major Approval Date	01 September 2017	Valid from	01 September 2018
Amendment Approval Date	V2.1- 06 August 2018	Amended with effect from	V2.1- 01 September 2018
Version	2.1		
Review Due By	1 September 2023		

Part 2: Educational Aims of the Programme

Students reading for a BA (Hons) Equine Business Management will develop knowledge and understanding of key business principles within a range of pure and applied modules. Current issues within industry and applied science modules in relation to husbandry, welfare and management requirements of the horse are also integrated to reflect the needs of industry and of society. The programme therefore aims to:

1. Provide students with the opportunity to study both business and equine based topics thereby enabling them to enter the equine industry with a combined business and equine background.
2. Build on basic scientific principles to develop knowledge and understanding of the horse and other equid species, where this knowledge may be used in an applied context.
3. 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 an equine or other organisation.
4. 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.
5. Provide students with the knowledge and skills to make confident judgements on the commercial viability and industrial sustainability of an existing or potential equine business operation, with a view to establishing a new business enterprise.
6. Enable students to make effective contributions to the commercial development and direction of an equestrian or other operation.
7. Allow students to choose from a range of optional modules appropriate to their interests and needs, whilst maintaining a coherent programme of study, according to the philosophy and operation of the institutions Undergraduate Modular Scheme.
8. Provide students with the opportunity to gain and reflect upon feedback provided through both summative and formative assessment to aid the development of skills and knowledge.
9. Provide students with the ability to transfer skills to different working environments, forming the foundation for a range of careers to meet the needs of the equine and allied industries.
10. 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.
11. Provide high quality education and professional development, supported by an experienced team of academic staff.
12. Ensure students are presented with an opportunity to undertake research in an area of their interest, relating to previous modules of work experience.
13. Enable students to progress into postgraduate study or research.

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

Graduates from this programme are expected to have gained extensive knowledge and understanding of the equine industry and business management approaches and theories, some of which students have also been exposed to in their compulsory period of relevant work experience. Students have been exposed to experience and expertise in and from the equine and associated industries, and completed an independent research project based on their work experience period. Graduates from this programme are considered well rounded and well skilled individuals for employment in the equine and related industries. Former graduates have also been able to apply their skills and knowledge to areas outside the equine industry, using their strong application skills of theory to practice which has been developed throughout their studies on this programme.

Students can benefit from gaining valuable work experience during the sandwich year which is optional in this programme

**Part 3: Programme Structure for:
BA (Hons) Equine Business Management**

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 interim award requirements
- 3 module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">ENTRY TO FOUNDATION YEAR</div> <div style="margin-left: 10px;">↓</div> </div>	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.	<u>Cert Equine Studies</u> Credit requirements: 60 credits at level 3 or above of which not less than 50 are at level 4 or above. <u>CertHE Equine Business Management</u> Credit requirements: 120 credits at level 3 or above of which not less than 100 are at level 4 or above.
	Year 1	Personal and Management Development (HANXM8-30-4) Equine Structure and Function (HEQXN4-30-4) Understanding the Business and Economic Environment (HSPV5Q-15-4) Understanding Business and Financial Information (HSPV5V-15-4) Introduction to the Principles of Marketing (HSPV5S-15-4) Equine Industry (HEQXNK-15-4)	Not applicable.	<u>DipHE Equine Business Management</u> Credit requirements: 240 credits at level 3 or above of which not less than 220 are at level 4 or above and not less than 100 at level 5 or above. <u>BA Equine Business Management</u> Credit requirements: 300 credits at level 3 or above of which not less than 280 are at level 4 or above, not less than 100 at level 5 or above and not less than 60 at level 6 or above.
	Year 2	Professional Placement Experience (HSPVK5-15-5) Undergraduate Research Process (HANXU5-15-5)	Students are normally required to select 90 credits from the optional modules listed below: Accounting Information for Business (HSPV5W-15-5) The Sport Service Environment (HSPV5R-15-5) Applied Stud Management (HEQXRJ-30-5) Event Management and Fundraising (HSPXRN-15-5) Sport and Hospitality Management (HSPXRL-15-5) Equine Performance (HEQXRD-15-5) Applied Equine Nutrition (HEQXR7-15-5) Applied Equine Diagnostics and Therapy (HEQXR6-15-5) Human Resource Management (HSPV5T-15-5) International Academic Study Portfolio (HANXRP-15-5) International Academic Study Project (HANXRQ-30-5) International Academic Study Extended Project (HANXRR-45-5)	<u>TARGET AWARD</u> <u>BA (Hons) Equine Business Management</u> Credit requirements: 360 credits at level 3 or above of which not less than 340 are at level 4 or above, not less than 200 are at level 5 or above and not less than 100 at level 6 or above. This must include all compulsory modules. <u>TARGET AWARD</u> <u>BA (Hons) Equine Business Management (SW)</u> Credit Requirements: 360 credits at level 3 or above of which not less than 340 are at level 4 or above, not less than 200 are at level 5 or above and not less than 100 at level 6 or above. This must include all compulsory modules and the Sandwich Year Work Placement module.
	Optional Year	Sandwich Year Work Placement (HANVK6-15-5)		
	Year 3	Undergraduate Dissertation (HANV3R-45-6) Business Management for the Equine Industry (HEQV4J-15-6)	Strategic Management (HSPV54-15-3) Equine Nutrition for Performance (HEQV4M-15-3) Sports Sponsorship and Brand Development (HSPV53-15-3) Equine Therapy and Rehabilitation (HEQV4P-15-3) Media, Technology and Communication in Sport (HSPV43-15-3)	

			The Legacy and Impact of Sports Events (HSPV4E-15-3) People, Leadership and Change (HSPV44-15-3) Contemporary Issues in Equestrian Sports (HEQV4H-15-3)	
GRADUATION				
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:

Learning Outcomes:	Personal and Management Development																																																											
	Equine Structure and Function				Understanding the Business and Economic Environment				Understanding Business and Financial Information				Introduction to the Principles of Marketing				Equine Industry																																											
	Professional Placement Experience				Undergraduate Research Process				Equine Performance				The Sport Service Environment				Event Management and Fundraising				Applied Stud Management				Sport & Hospitality Management				Accounting Information for Business				Applied Equine Nutrition				Applied Equine Diagnostics and Therapy				Human Resource Management				International Academic Study Portfolio				International Academic Study Project				International Academic Study Extended Project				Sandwich Year Work Placement			
	Undergraduate Dissertation				Business Management for the Equine Industry				Strategic Management				Equine Nutrition for Performance				Sports Sponsorship and Brand Development				Contemporary Issues in Equestrian Sport				People, Leadership and Change				The Legacy and Impact of Sports Events				Equine Therapy and Rehabilitation				Media, Technology and Communication in Sport																							
A) Knowledge and understanding of:																																																												
1. Strategic and Business Planning, implementation and evaluation of resources to meet organisational needs.	✓				✓			✓		✓		✓	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓																									
2. The purpose and relevance of IT applications within business.			✓	✓	✓					✓	✓		✓	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓																									
3. Principles of modern (equine) business management.	✓					✓	✓			✓				✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓																									
4. Ethical issues in management.							✓				✓	✓		✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓																									
5. Current literature relating to a variety of subjects within the field of equine science.	✓	✓	✓	✓	✓	✓							✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓																																
6. The research process and various methodologies.	✓							✓											✓	✓	✓	✓	✓	✓	✓	✓	✓	✓																																
B) Intellectual Skills																																																												
1. Demonstrate awareness and be able to debate wider ethical, social and environmental implications.	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓																									

Part 4: Learning Outcomes of the Programme	
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[illegible]

Part 5: Student Learning and Student Support

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

There is a policy for a minimum average requirement of 15 hours in year one and 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face-to-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.

On the BA (Hons) Equine 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; external visits. Scheduled sessions may vary slightly depending on the module choices made. Within the Foundation Year a feature will be the facilitated workshops and individual study, enabling students to benefit from 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

All students are expected to complete a period of work placement, which forms the basis for their final year project. Many students find this experience invaluable when applying for jobs and making career decisions later on in the programme.

An optional sandwich year is included 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.

International Academic Study

Within this programme there is an opportunity to gain academic credit for a period of studying abroad. The student would be supported to identify an opportunity of interest, which may be with established institution partners or by individual arrangement. All periods of study abroad would have to meet the institution's requirements before enrolment on the International Academic Study opportunity modules.

Virtual Learning Environment (VLE), or equivalent

This specification is supported by a VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.

Careers

To support learner's career preparations, careers personnel visit the institution on a regular basis and the students can use all the on line resources. Tutors will also offer subject specific careers advice through module sessions or individual tutorials. Careers Fairs

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.

Having entry points into both a Foundation Year and Level Four, 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.

The BA (Hons) Equine Business Management programme provides a robust underpinning of the core business principles coupled with a sound knowledge of the contemporary equine industry and applied sports management competencies. Option modules allow students to specialise and tailor their programme to specific areas and career interests within the equine industry or outside it. The programme embeds the nationally recognised ILM level 2 award within the core curriculum; opportunities to attain level 3 are available during additional enrichment activities (subject to demand).

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 practical 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 equine 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.

The programme also subscribes to study weeks (one per semester) where students are provided with opportunities to engage with demonstrations, dissections, careers workshops and opportunities to gain additional vocational qualifications. Students are actively encouraged to plan their careers within group and individual tutorials and access to specialist careers advice from the institutions careers team, with drop in and booked slot being offered weekly during term time.

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.

This programme offers the opportunity for students to undertake an approved Exchange Programme, for an agreed period (one/two semesters), of overseas study at a higher education institution studying modules appropriate to their programme aims and which have been pre-approved by the Programme Manager. The Exchange Programme is dependent on an approved agreement between the institution and an approved International Institution for BA (Hons) Equine Business Management.

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 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 assessment and the enhanced recognition and development of transferable skills. The portfolio for Equine Structure and Function incorporated assessments under controlled conditions and practical examinations. The inclusion of a range of 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 BA (Hons) Equine Business Management

		Assessment map for BA (Hons) Equine Business Management									
		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 Level 3	Personal and Management Development	A (25)				B (75)					
	Equine Structure and Function						A (25)		B (75)		
	Understanding the Business and Economic Environment							(A100)			
	Understanding Business and Financial Information			B (50)			A (50)				
	Introduction to The Principles of Marketing						A (50)	B (50)			
	Equine Industry	A (25)				B (75)					
Compulsory Modules Level 4	Personal and Management Development						A (40)				B (60)
	Equine Structure and Function										A (100)
	Understanding the Business and Economic Environment						A (50)	B (50)			
	Understanding Business and Financial Information		A (60)	B (40)							
	Introduction to The Principles of Marketing						A (100)				
	Equine Industry	A (100)									
Compulsory Modules Level 5	Professional Placement Experience										A (100)
	Undergraduate Research Process								A(100)		
Optional Modules Level 5	The Sport Service Environment								A (100)		
	Applied Stud Management							A (100)			
	Event Management & Fundraising						A (25)	B (75)			
	Equine Performance	A (50)						B (50)			
	Sport & Hospitality Management						A (25)		B (75)		
	Accounting Information for Business	A (50)							B (50)		
	Applied Equine Diagnostics & Therapy						A (100)				

	Applied Equine Nutrition					A (100)					
	Human Resource Management				A (50)		B (50)				
	International Academic Study Portfolio									A (100)	
	International Academic Study Project					A (25)				B (75)	
	International Academic Study Extended Project					A (25)				B (75)	
Optional Year	Sandwich Year Work Placement									A (100)	
Compulsory Modules Level 6	Undergraduate Dissertation									A (100)	
	Business Management for the Equine Industry			A (100)							
Optional Modules Level 6	Strategic Management						A (100)				
	Equine Nutrition for Performance	A (100)									
	Sports Sponsorship and Brand Development					A (100)					
	Equine Therapy and Rehabilitation			A (100)							
	Media, Technology and Communication in Sport						B(50)	A (50)			
	People, Leadership and Change					A (25)	B (75)				
	Contemporary Issues in Equestrian Sport					A(25)	B (75)				
	The Legacy and Impact of Sports Events					A (80)		B (20)			

*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'.

Relevant subject benchmark statements:

Events, Hospitality, Leisure, Sport and Tourism

Have informed the characteristics of the subject matter and curriculum development of the BA (Hons) Equine Business Management, the programme learning outcomes and the attributes that a graduate of this programme should be able to demonstrate.

Business and Management

The three key strands of these statements have been integrated throughout the BA (Hons) Equine Business Management:

Study of organisations, their management and the changing external environment in which they operate.

Preparation for and development of a career in business and management.

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 research projects:

The proposed modules for the Equine Business Management programme are based on well established teaching areas within the institution. These modules will be taught by staff who are either research or consultancy active, or actively engaged in scholarly activity, and who bring their current experience to bear on their teaching.

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.