

## Programme Specification

Part 1: Basic Data			
Awarding Institution	Hartpury University		
Teaching Institution	Hartpury		
Delivery Location	Hartpury		
Study abroad / Exchange / Credit recognition	Study Abroad – Van Hall Larenstein, NED		
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 with Integrated Placement Year BA (Hons) Equine Business Management		
Default Award Title	None		
Interim Award Titles	BA Equine Business Management BA Equine Business Management with Integrated Placement Year DipHE Equine Business Management CertHE Equine Business Management Cert Equine Studies		
Mode(s) of Study	FT / PT		
Codes	UCAS: Year 1: DN42 Foundation Year: DF42		JACS: D422
	UNIT-e: BAHEEBMX		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	V6.1 – 6 August 2019 V6.2 – 13 Jan 2020	Amended with effect from	V6.1- 01 September 2019 V6.2- 13 January 2020
Version	6.2		
Review Due By	1 September 2024		

## 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 placement 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 award requirements that are in addition to those described in the Hartpury Academic Regulations
- 3 module diet, including compulsory, core and optional modules

Compulsory/ Core 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.	<u>Cert Equine Studies</u>  <u>CertHE Equine Business Management</u>  <u>DipHE Equine Business Management</u>  <u>BA Equine Business Management</u>
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>BA Equine Business Management (IP)</u> Credit Requirements: This must include the Year Work Placement module.  <u>BA (Hons) Equine Business Management</u> Credit requirements: This must include all compulsory modules.  <u>BA (Hons) Equine Business Management (IP)</u> Credit Requirements: This must include all compulsory modules and the Year Work Placement module.
Year 2	Undergraduate Research Process (HANXU5-15-5)  Professional Placement Experience (HSPVK5-15-5) OR Van Hall Larenstein Study Abroad Credit (HEQVCW-60-5)	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)	
Optional Year	Year Work Placement (HANVK6-15-5)		
Year 3	Undergraduate Dissertation (HANV3R-45-6) Business Management for the Equine Industry (HEQV4J-15-6)	Strategic Management (HSPV54-15-6) Equine Nutrition for Performance (HEQV4M-15-6) Sports Sponsorship and Brand Development (HSPV53-15-6) Equine Therapy and Rehabilitation (HEQV4P-15-6) Sport and Social Media (HSPV43-15-6) The Impact of Sports Events (HSPV4E-15-6) People, Leadership and Change (HSPV44-15-6) Contemporary Issues in Equestrian Sports (HEQV4H-15-6)	

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

[illegible]

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 a week contact time during the foundation year and year one contact time. 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.

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 placement 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 or gaining credit recognition.

#### ***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 are arranged periodically to allow students to engage directly with employers from the industry sector.

### 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 business principles coupled with a sound knowledge of the contemporary equine industry and applied sports management competencies. Optional modules allow students to specialise and tailor their programme to specific areas and career interests within the equine industry or outside it.

This programme incorporates the opportunity to either complete a work placement or study abroad period, allowing students to observe and to put theory into practice. This approach allows students to gain valuable experience, which in turn enhances their employability.

Students may have the opportunity of studying abroad for a semester as part of their stage 2, with Van Hall University of Applied Sciences in the Netherlands. Students will go through a competitive application and selection process for this opportunity to study at the Larenstein Campus, which teaches in English. Students will benefit from studying a combination of modules enabling them to experience the Dutch Equine Industry through Van Hall's excellent links with local, regional and national organisations. They will experience a different culture, living and studying abroad and gain insights into business and work practices internationally. Alternatively, students may identify an alternative study abroad opportunity that they wish to experience. They will have to demonstrate that this opportunity will add to their graduate attributes and skills and future career opportunities before it is considered suitable for use towards international academic study modules.

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 contains opportunities where students can 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 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 will measure appropriately students' achievement of the knowledge, skills and understanding identified in the learning outcomes. As part of this programme, students either complete a compulsory work placement in their stage 2 of study or they may be able to study abroad.

Those students that successfully undertake a study abroad semester at Van Hall University of Applied Sciences in the Netherlands can achieve up to 60 credits of level 5 Collaborative Scheme Credit. To gain 60 credits the students must enroll and successfully complete a pre-approved combination of modules that must include some credits which are at least level 5. If students do not successfully complete all the pre-approved modules then they will gain Collaborative Scheme Credit equivalent to the study credits achieved as part of this study abroad experience. Collaborative Scheme Credit enables credits to be achieved and these credits contribute to the achievement of an award. These credits will not have marks attributed to them.

Their experiences from this work placement are likely to form the basis for ideas for their dissertation project in their stage 3 of study. The portfolio for the compulsory Personal and Management Development 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 academic regulations.



## 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

		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
<b>Compulsory Modules Level 3</b>	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)				
	Foundation of Business Enterprise and Management						A (50)	B (50)			
<b>Compulsory Modules Level 4</b>	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)									
<b>Compulsory Modules Level 5</b>	Professional Placement Experience										A (100)
	Undergraduate Research Process								A(100)		
<b>Optional Modules Level 5</b>	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)
<b>Optional Year</b>	Year Work Placement									A (100)
<b>Compulsory Modules Level 6</b>	Undergraduate Dissertation								A (100)	
	Business Management for the Equine Industry		A (100)							
<b>Optional Modules Level 6</b>	Strategic Management							A (100)		
	Equine Nutrition for Performance	A (100)								
	Sports Sponsorship and Brand Development					A (100)				
	Equine Therapy and Rehabilitation		A (100)							
	Social Media 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 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](http://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.

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 Specification Change Log

<b>Programme Title:</b>	BA (Hons) Equine Business Management
<b>Programme Code:</b>	BAHEEBMX
<b>Initial Approval Date:</b>	01 September 2017
<b>Approved by:</b>	Hartpury Curriculum Validation Committee
<b>Approved until:</b>	01 September 2024
<b>Original version number:</b>	V3.0

<b>Current version number: 6.1</b>	
<b>Outline Change Details:</b> The addition of recognized level 5 Collaborative Scheme Credit at level 5, for the Van Hall, Larenstein, exchange in the Netherlands. Parts 3, 4, 5 and 6 have been amended to include this opportunity.	
<b>Material Alteration: No</b>	
<b>Rationale:</b> This is an opportunity for students to apply for an exchange opportunity at an English speaking institution in the Netherlands. Students will experience a different culture, and be able to explore the Dutch Equestrian Industry.	
<b>Change requested by: Lucy Dumbell</b> I can confirm that student representatives have been consulted about this change I can confirm that colleagues impacted by this change have been consulted I have retained evidence of these consultations, which can be summarized within the Programme Enhancement Report  Signature: <i>Lucy Dumbell</i> <span style="float: right;"><b>Date:</b> 20-12-2019</span>	
<b>Name of Head of Department: Catherine Porter</b> I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department;  Signature: <i>CPorter</i> <span style="float: right;"><b>Date:</b> 06/01/2020</span>	
<b>Approval Committee and Date:</b>	CVC 2020 01 13
<b>Change approved with effect from:</b>	13 January 2020
<b>Resulting new version number:</b>	6.2 (intake 2018+)

<b>Rationale:</b> To correct the assessment map names for the level 3 modules.	
<b>Material Alteration:</b> No, not applicable.	
<b>Outline Change Details:</b> The level 3 module names have been amended on the assessment map as they were incorrect, throughout the rest of the document the names were correct.	
<b>CVC approval date:</b>	CVC 2019 08 06
<b>Change approved with effect from:</b>	01 September 2019
<b>New version number:</b>	6.1 (intake 2018 +)

<b>Rationale:</b> After the successful application for University Title, amendments were required to all specifications.
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<b>Material Alteration:</b> Yes and Course Information Sheet amended appropriately: Not required	
<b>Outline Change Details:</b> 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)	
<b>Change requested by:</b>	Academic Registrar
<b>CVC approval date:</b>	31 August 2018
<b>Change approved with effect from:</b>	01 September 2018
<b>New version number:</b>	6.0

### Version 3.0 (2018 intake)

<b>Rationale:</b> 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.	
<b>Material Alteration:</b> Yes	
<b>Outline Change Details:</b> 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. 3. Change the names of; The Impact of Sports Events (HSPV4E-15-6) from The Legacy and Impact of Sports Events Sport and Social Media (HSPV43-15-6) from Media, Technology & Communication in Sport	
<b>Change requested by:</b>	Kevin Ball
<b>CVC approval date:</b>	06 August 2018
<b>Change approved with effect from:</b>	01 September 2018
<b>New version number:</b>	3.1