



HARTPURY
UNIVERSITY

Programme Information Sheet for 2020 entry

BA (Hons) Equine Business Management

UCAS Code: DN42

Award on completion of programme: BA (Hons) Equine Business Management OR BA (Hons) Equine Business Management with Integrated Placement Year

Professional body accreditation: None.

Location of study: Hartpury University. Work placement and optional integrated placement year could take place in the UK or abroad.

Length of programme: Three years full-time, or four with the optional integrated placement year. Part-time options are available.

Language of the programme: This programme is taught in English.

Entry Requirements:

General: A minimum of 5 GCSE A* to C, (or 9 to 4 where numeric grades are being awarded), including English Language and Mathematics.

A-levels: Typical offer is BBC or equivalent. This must include a minimum of two A Levels and excludes General Studies.

Vocational Award: Typical offer is a DMM in an Extended Diploma or equivalent in a relevant subject

International Baccalaureate: We welcome students with the International Baccalaureate Diploma qualification. Offers will be based upon the constituent components. Please contact the admissions team for more information.

Access: We welcome students with Access qualifications. Certain programmes require a pass at level 3 in specific units. Please contact the admissions team for more information.

Mature and international applicants: Mature and international applicants are welcomed. Mature applicants that are not applying for a programme straight from formal education will be expected to demonstrate suitability for the course

In the case of international applications, we will attempt to establish the equivalency of qualifications and the same criteria and assessment is used as for home students. An IELTS English qualification is expected for international applicants without a GCSE Grade C or above (or 9 to 4 where numeric grades are being awarded) in English Language.

If you have completed learning towards a university level qualification, perhaps at another institution or with a professional body or have relevant work experience then you may be able to gain credit for this and/or enter the course at a later point than standard year one entry. For further information please contact our Admissions team, who will be pleased to help you.

Personalised offers will be made to each applicant based on their own merits. Non-academic and academic achievement will be considered.

Timetables: Both full-time and part-time students on the programme will start in September 2020. This

programme is taught over two semesters, normally consisting of 12 weeks of scheduled teaching and then assessment weeks. The academic calendar can be found at: <https://hartpury.ac.uk/uni-termdates/>. During scheduled teaching you will have a day without timetabled sessions to support you in managing your workload, gaining valuable volunteering and work experience and completing part-time work. Timetables are normally available during registration. Please note that while we make every effort to ensure that timetables are as student-friendly as possible, scheduled teaching can take place at any time between 8:30 to 20:30 Monday to Friday, although Wednesday afternoons are normally reserved for sports and cultural activities. Work placements may entail working on different days and different hours, depending on the opportunity you identify. Part-time students should be advised that as their route is dependent on the full-time course's timetable there is the possibility depending on the modules chosen that the student could be required to attend five days a week.

Programme Composition: This programme is comprised of different modules, which focus on specific subjects. The modular structure of the programme gives you flexibility and choice and you can attend introductory sessions for optional modules before having to finally decide which ones you wish to study. We usually offer all optional modules available to students however if we believe that we are unable to offer a high quality student experience (which can be particularly affected by low student demand) then we may make the decision not to offer it. If an optional module will not be run, we will advise you as soon as possible and help you choose an alternative module. Our teaching is informed by research, and modules change periodically to reflect developments in the discipline. These changes are informed by both industry and student consultation.

On completion and passing of these modules you gain academic credit that accumulates towards your award. The marks you gain for these modules in your second and third year may contribute towards your overall award mark and outcome. The modules contain mixture of scheduled learning, independent learning and sometimes learning whilst on work placement.

	Scheduled Contact Learning (%)	Placement Learning (%)	Independent Learning (%)
Year 1	24	7	69
Year 2	20	12	68
Optional Integrated Placement Year	1	80	19
Year 3	18	0	82

Students will receive a minimum of 15 hours scheduled contact per week in lectures, seminars and practicals in their first year. In addition, students are expected to dedicate at least two to three hours of independent study per contact hour. In subsequent years scheduled contact will vary depending on the modules you select but is typically around 12 hours per week. A mandatory work placement is part of this programme during the student's second year and an optional integrated placement year is available. The work placement will be a minimum of 150 hours. This programme contains a mixture of pure business topics and equine science topics. Some modules may bring in guest lecturers to provide topical and industry-relevant talks.

Compulsory Modules

Year 1:

- Personal and Management Development
Students will learn to evaluate their own strengths and weaknesses in relation to leadership and team work
- Equine Structure and Function
Students will learn about the biological systems of the horse, how they interact, and how they can be managed
- Equine Industry
Discussion of the scope and management of the equine industry in the UK and Europe
- Understanding Business and Economic Environment
An introduction into macro- and microeconomics
- Understanding Business and Financial Information
Introduces students to financial statements and their use

- Introduction to the Principles of Marketing
An introduction to marketing models and strategies

Year 2:

- Professional Placement Experience
Students are supported to complete a minimum of 150 hours of work experience during the year, which can be in a variety of equine focused establishments in the UK or even abroad
- Undergraduate Research Process
This module introduces students to the methods of research and analysis, helping to prepare them for the research project (dissertation) in their third year

Optional modules: These generally cover more in-depth topics both in business and equine science and have previously included modules ranging from Human Resource Management, Events Management, and Corporate Hospitality to Equine Performance, Stud Management, Diagnostics and Therapy and Applied Equine Nutrition. These modules generally focus on how these topics are applied in the equine industry. Students are given the option of completing an integrated placement year between years two and three, which has previously covered a wide range of international and national placements utilising Hartpury and student links.

Year 3:

- Undergraduate Dissertation
Students will partake in independent research and analysis in a related area with 1:1 support from an academic
- Business Management for the Equine Industry
Students will apply theoretical concepts gathered over the duration of their degree to that of the structure and governance of the equine industry and its distribution of power

Optional modules: These generally cover more topics within business such as Brand Development and Sponsorship to Strategic Management alongside a more in-depth understanding of the previously-covered equine science topics.

Assessment Method: You will be assessed through a mixture of written exams, practical exams and coursework. Many of the modules will be marked based on a mixture of assessment types, whilst others will be based solely on one type of assessment.

	Written Examination (%)	Coursework (%)	Practical Examination (%)
Year 1	20	51	29
Year 2	6	88	6
Optional Integrated Placement Year	0	100	0
Year 3	13	69	19

Discounts and special support associated with enrolling on the programme: Hartpury also subsidises optional short courses for a reduced cost that give students the opportunity to gain relevant experience and qualifications prior to graduation. These are in addition to the discounts Hartpury usually offers to its students, such as free Wi-Fi on site and Microsoft Office packages etc. There is lots of support available to you whilst you study including allocation of a personal academic tutor that you will meet for 1:1 sessions and other services detailed at: <http://www.hartpury.ac.uk/university/facilities/life-at-hartpury/student-support/>

Costs associated with the programme: The cost of the programme will be £9250 per year for UK and EU students subject to government approval. We will only increase our fees in accordance with guidelines laid down by the Office for Students (OfS). This course offers an optional integrated placement year at a cost in the region of £925 (for students who want more experience working within the industry). The integrated placement year may incur additional costs depending on your choice of placement location and whether you choose a paid or unpaid position. Students on this programme will complete a minimum of 150 hours of work placement and will be responsible for associated costs, such as travel. Students are encouraged to engage in various trips and visits as part of the programme. A comprehensive package of non-repayable financial support is available to facilitate engagement with

placements and study tours / trips where additional costs are involved.

For part-time costs please refer to the Hartpury Fee policy:

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This Course Information Sheet is accurate as at 30 July 2020.



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Professional body accreditation: None.

Location of study: Hartpury University. Work placement and optional integrated placement year could take place in the UK or abroad.

Length of programme: Three years full-time, or four with the optional integrated placement year. Part-time options are available.

Language of the programme: This programme is taught in English.

Entry Requirements:

General: A minimum of 5 GCSE A* to C, (or 9 to 4 where numeric grades are being awarded), including English Language and Mathematics.

A-levels: Typical offer is BBC or equivalent. This must include a minimum of two A Levels and excludes General Studies.

Vocational Award: Typical offer is a DMM in an Extended Diploma or equivalent in a relevant subject

International Baccalaureate: We welcome students with the International Baccalaureate Diploma qualification. Offers will be based upon the constituent components. Please contact the admissions team for more information.

Access: We welcome students with Access qualifications. Certain programmes require a pass at level 3 in specific units. Please contact the admissions team for more information.

Mature and international applicants: Mature and international applicants are welcomed. Mature applicants that are not applying for a programme straight from formal education will be expected to demonstrate suitability for the course

In the case of international applications, we will attempt to establish the equivalency of qualifications and the same criteria and assessment is used as for home students. An IELTS English qualification is expected for international applicants without a GCSE Grade C or above (or 9 to 4 where numeric grades are being awarded) in English Language.

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Programme Composition: This programme is comprised of different modules, which focus on specific subjects. The modular structure of the programme gives you flexibility and choice and you can attend introductory sessions for optional modules before having to finally decide which ones you wish to study. We usually offer all optional modules available to students however if we believe that we are unable to offer a high quality student experience (which can be particularly affected by low student demand) then we may make the decision not to offer it. If an optional module will not be run, we will advise you as soon as possible and help you choose an alternative module. Our teaching is informed by research, and modules change periodically to reflect developments in the discipline. These changes are informed by both industry and student consultation.

On completion and passing of these modules you gain academic credit that accumulates towards your award. The marks you gain for these modules in your second and third year may contribute towards your overall award mark and outcome. The modules contain mixture of scheduled learning, independent learning and sometimes learning whilst on work placement.

	Scheduled Contact Learning (%)	Placement Learning (%)	Independent Learning (%)
Year 1	26	7	67
Year 2	23	12	65
Year 3	18	0	82

NB The integrated placement year would involve a minimum of 40 weeks of placement and independent learning.

Students will receive a minimum of 15 hours scheduled contact per week in lectures, seminars and practicals in their first year. In addition, students are expected to dedicate at least two to three hours of independent study per contact hour. In subsequent years scheduled contact will vary depending on the modules you select but is typically around 12 hours per week. A mandatory work placement is part of this programme during the student's second year and an optional integrated placement year is available. The work placement will be a minimum of 150 hours. This programme contains a mixture of pure business topics and equine science topics. Some modules may bring in guest lecturers to provide topical and industry-relevant talks.

Compulsory Modules

Year 1:

- Personal and Management Development
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Discussion of the scope and management of the equine industry in the UK and Europe
- Understanding Business and Economic Environment
An introduction into macro- and microeconomics
- Understanding Business and Financial Information
Introduces students to financial statements and their use
- Introduction to the Principles of Marketing
An introduction to marketing models and strategies

Year 2:

- Professional Placement Experience
Students are supported to complete a minimum of 150 hours of work experience during the year, which can be in a variety of equine focused establishments in the UK or even abroad
- Undergraduate Research Process
This module introduces students to the methods of research and analysis, helping to prepare them for the research project (dissertation) in their third year

Optional modules: These generally cover more in-depth topics both in business and equine science and have previously included modules ranging from Human Resource Management, Events Management, and Corporate Hospitality to Equine Performance, Stud Management, Diagnostics and Therapy and Applied Equine Nutrition. These modules generally focus on how these topics are applied in the equine industry. Students are given the option of completing an integrated placement year between years two and three, which has previously covered a wide range of international and national placements utilising Hartpury and student links.

Year 3:

- Undergraduate Dissertation
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- Business Management for the Equine Industry
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Assessment Method: You will be assessed through a mixture of written exams, practical exams and coursework. Many of the modules will be marked based on a mixture of assessment types, whilst others will be based solely on one type of assessment.

	Written Examination (%)	Coursework (%)	Practical Examination (%)
Year 1	20	51	29
Year 2	13	59	28
Year 3	13	69	19

NB. The integrated placement year will involve 100% course work.

Discounts and special support associated with enrolling on the programme: Hartpury also subsidises optional short courses for a reduced cost that give students the opportunity to gain relevant experience and qualifications prior to graduation. These are in addition to the discounts Hartpury usually offers to its students, such as free Wi-Fi on site and Microsoft Office packages etc. There is lots of support available to you whilst you study including allocation of a personal academic tutor that you will meet for 1:1 sessions and other services detailed at: <http://www.hartpury.ac.uk/university/facilities/life-at-hartpury/student-support/>

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	Written Examination (%)	Coursework (%)	Practical Examination (%)
Year 1	32	39	29
Year 2	11	61	28
Year 3	13	65	22

NB. The integrated placement year will involve 100% course work.

Discounts and special support associated with enrolling on the programme: Hartpury also subsidises optional short courses for a reduced cost that give students the opportunity to gain relevant experience and qualifications prior to graduation. These are in addition to the discounts Hartpury usually offers to its students, such as free Wi-Fi on site and Microsoft Office packages etc. There is lots of support available to you whilst you study including allocation of a personal academic tutor that you will meet for 1:1 sessions and other services detailed at: <http://www.hartpury.ac.uk/university/facilities/life-at-hartpury/student-support/>

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