

## Module Specification

Part 1: Basic Data					
Module Title	BRS Business Management for the Horseracing Industry				
Module Code	HEQVH7-15-5	Level	5	Version	1.0
Credit Rating	15	ECTS Credit Rating	7.5	Includes WBL?	No
Teaching Institution	British Racing School	Department	Equine	Module Type	Standard
Contributes towards	FdSc Horseracing Industry				
PSRB involved	None	Module Entry requirements	None		
Pre-requisites	None	Excluded Combinations	None		
Most recent Validation Date	V1.0 – 09 September 2021	Due for re-validation by:	01 September 2026		
Amendment Approval Date		Approved with effect from	V1.0 – 09 September 2021		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Evaluate internal and external factors influencing the success of a business in the horseracing industry. (A)</li> <li>2. Demonstrate an understanding of the importance of financial management and record keeping for horseracing businesses. (A)</li> <li>3. Conduct an evaluation of current horseracing business management. (A)</li> </ol>
Syllabus Outline	<p>In the context of a business plan, the following will be covered:</p> <ul style="list-style-type: none"> <li>• Types of small and medium businesses within the Horseracing industry</li> <li>• National and international pressures on businesses in the horseracing industry</li> <li>• Financial management and record keeping</li> <li>• Business Analysis technique</li> <li>• Resource Assessment</li> <li>• Marketing strategies</li> <li>• Client satisfaction and retention</li> <li>• Market Research</li> </ul>
Teaching and Learning Methods	<p>A variety of learning strategies will be used to support the delivery of this module. These will include lectures, seminars, industry visits and visiting speakers. These will be delivered over blocks followed by interim sessions enabling students to ask questions, explore topics and check progression with teaching staff. Industry professionals will be</p>

	used to underpin the delivery and ensure content is industry specific and current. Students will be expected to complete independent learning and complete a range of guided learning activities. These activities will assist students with the preparation of assessments and will also include further reading. Teaching and learning will be supported via the VLE.																														
Unistats Information	<p>The Office for Students (OfS) require Unistats information to be produced at programme level for all undergraduate programmes of more than one year in length. These are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table><tr><td colspan="5">Expected learning hours for the module:</td></tr><tr><td colspan="4">Number of credits for this module</td><td>15</td></tr><tr><td>Hours to be allocated</td><td>Scheduled learning and teaching study hours</td><td>Independent study hours</td><td>Placement study hours</td><td>Allocated Hours</td></tr><tr><td>150</td><td>27</td><td>123</td><td>0</td><td>150</td></tr></table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table><tr><td>Total assessment of the module</td><td>Percentage</td></tr><tr><td>Written examination</td><td>0%</td></tr><tr><td>Coursework</td><td>0%</td></tr><tr><td>Practical examination</td><td>100%</td></tr><tr><td>Total</td><td>100%</td></tr></table>	Expected learning hours for the module:					Number of credits for this module				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	27	123	0	150	Total assessment of the module	Percentage	Written examination	0%	Coursework	0%	Practical examination	100%	Total	100%
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Coursework	0%																														
Practical examination	100%																														
Total	100%																														
Reading Strategy	<p><b>Essential reading</b></p> <p>Essential material will be indicated to the student via pre-course material, module guides and through their accessing a dedicated VLE programme presence. No requirement for the purchase of set text(s) will be made unless explicitly stated and students will have full access to library services, online applications, and inter-library loans.</p> <p><b>Further reading</b></p> <p>Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library catalogue, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature and wider professional sources.</p> <p><b>Access and skills</b></p> <p>Formal opportunities for students to develop their library and information skills are provided within the induction period and student skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.</p>																														

Indicative Reading List	<p>The following list is offered to provide the validators / accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</p> <p>Blackwell, E. (current edition) <i>How to prepare a business plan</i>. London: Kogan Page</p> <p>Bridge, S. and O'Neill, K. (current edition) <i>Understanding enterprise: entrepreneurship and small business</i>. Basingstoke: Palgrave</p> <p>Burns, P. (current edition) <i>Entrepreneurship and small business</i>. Basingstoke: Palgrave</p> <p>Carter, S. and Jones-Evans, D. (current edition) <i>Enterprise and small business</i>. Harlow: Prentice Hall</p> <p>Dyson, J. (current edition) <i>Accounting for non-accounting students</i>. Harlow: FT Prentice Hall</p> <p>Lewis, P., Thornhill, A. and Saunders, M. (current edition) <i>Employee relations: understanding the employee relationship</i>. Harlow: Pearson Education Ltd</p> <p>Stokes, D. and Wilson, N. (current edition) <i>Small business management and entrepreneurship</i>. London: Thomson</p> <p>Storey, D.J. (current edition) <i>Understanding the small business sector</i>. London: Routledge</p>
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Part 3: Assessment	
Assessment Strategy	<p>This module will be assessed according to the approved Hartpury Academic Regulations including any specific regulations detailed within the student's programme specification.</p> <p>Students will be assessed via a presentation which will require students to apply their knowledge and understanding of a case study horseracing business to answer the assessment brief. Key business skills will be tested to include knowledge of career development opportunities within management roles, an appreciation of the importance of effective financial management as well as accurate record keeping. Students will be encouraged to analyse the role that horseracing staff play in influencing the success of a business, through consideration of factors such as marketing, client retention, effective management and leadership and teamwork. Oral presentation skills will be developed by providing the opportunity to practice these in taught sessions</p> <p>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.</p>

Identify final assessment component and element	A1	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	0%
First Sit		
Component A Description of each element	Element weighting (as % of component)	
1. Oral Presentation with Questions (30 minutes)	100%	

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<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Oral Presentation with Questions (30 minutes)	100%
If a student is permitted a retake of the module under the Academic Regulations, the assessment will be that indicated by the Module Specification at the time that retake commences.	

## Module Amendment Log

<b>Module Title:</b>	Business Management for the Horseracing Industry
<b>Module Code:</b>	HEQVH7-15-5
<b>Initial Approval Date:</b>	09 September 2021
<b>Initial module description for Course Marketing Purposes:</b> Students will evaluate different business structures within the horseracing industry and understand factors that may influence the success of a business.	

**Changes:** *Most recent at the top of the page*

<b>Current version number: 0</b>	
<b>Outline Change Details:</b> New module	
<b>Approval Committee and Date:</b>	CVC Chair's action 2021 09 09
<b>Change approved with effect from:</b>	09 September 2021
<b>Resulting new version number:</b>	1.0