

## Module Descriptor

Part 1: Basic Data					
Module Title	Foundations of Business Enterprise and Management				
Module Code	HANV8D-30-3	Level	3	Version	2.0
Credit Rating	30	ECTS Credit Rating	15		
Teaching Institution	Hartpury	Department	Animal and Agriculture	Module Type	Standard
Contributes towards	BA (Hons) Equine Business Management BA (Hons) International Horseracing Business BA (Hons) Sports Business Management BSc (Hons) Equine Behaviour and Welfare				
Professional Accrediting Body	None	Module Entry requirements	None		
Pre-requisites	None	Excluded Combinations	None		
Most recent Validation Date	21 March 2022	Due for re-validation by	01 September 2027		
Amendment Approval Date		Approved with effect from	V2.0 - 01 September 2022		

Part 2: Module Content	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of organisations and markets (B)</li> <li>2. Use the language of business effectively in both writing and verbally (A, B)</li> <li>3. Describe the nature of enterprise and its contribution to economic activity (B)</li> <li>4. Construct an effective oral presentation to communicate ideas, including the use of appropriate presentation aids (A)</li> <li>5. Discuss the relevance of the disciplines of business and management to professional life (A)</li> </ol>
Syllabus Outline	<p>This module aims to introduce students to an understanding of the balance of theory and practice in contemporary business practice, an appreciation of the complexity of modern organisational environments and of the critical role of enterprise and innovation. Students will also be expected to practice their case study skills and develop their communication skills.</p> <p>The module will include the following topics</p> <ul style="list-style-type: none"> <li>• External environment and organisational culture</li> <li>• International management</li> <li>• Entrepreneurship and small business management</li> </ul>

	<ul style="list-style-type: none"> <li>• Fundamentals of planning and control</li> <li>• Fundamentals of marketing</li> <li>• The oral presentation, construction and use of presentation aids including software</li> </ul>
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<b>Part 3: Learning, Teaching and Assessment</b>	
Description of Learning and Teaching	<p>The main focus is on the acquisition both of appropriate academic skills and of an awareness of the relevance to their future professional lives of the disciplines of business and management. The context for this is provided by an introductory study of some of the main topics relating to organisations, management and enterprise and the use of case studies to contextualize this to the industries their programmes serve.</p> <p>The teaching methods are designed to engage students and scheduled sessions will include facilitated workshop time spent on practicing skills for assessment, future study and future employment. Students will have sessions, which will be a mix of lecture, seminar and workshop activity with an emphasis on active learning in groups. Independent and group learning will be encouraged through guided reading, discussion forums and individual and group workshop preparation, assignment preparation and feedback. Students will be encouraged to develop as reflective learners.</p>
Resource Strategy	<p><b>Essential reading</b> Essential material will be indicated to the student via pre-course material, module guides and through their accessing a dedicated VLE 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> 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> 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>
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>The assessment methods are chosen to support student learning and to assess the full range of the intended learning outcomes. Formative assessment and feedback opportunities are built into module delivery.</p> <p>Communication skills will be assessed through a group presentation on a set topic. The group oral presentation will be marked individually to enable the assessment of individual contributions.</p>

	<p>The individual written assignment focuses on the resources and skills needed to launch an innovative and enterprising project. This will enable students to draw on their learning from formative assessment and to demonstrate an ability to communicate effectively in writing. To support this, students will be encouraged to engage in formative activities in order to receive supportive feedback from the module tutor, in developing their project.</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>
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Identify final assessment component and element	A1	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>50%</b>	<b>50%</b>
<b>First Sit</b>		
<b>Component A</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Group Oral Presentation with Questions individually marked (30 minutes)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Essay (2500 words)	100%	

Resit (further attendance at taught classes is not required)	
Component A Description of each element	Element weighting (as % of component)
1. Oral Presentation with Questions (20 minutes)	100%
Component B Description of each element	Element weighting (as % of component)
1. Essay (2500 words)	100%
If a student is permitted a retake of the module under the Academic Regulations, the assessment will be that indicated by the Module Descriptor at the time that retake commences.	

Part 4: Unistats Information				
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> <p>Expected learning hours for the module:</p>			
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours
	300	96	204	0

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:


Total assessment of the module	Percentage
Written Examination (Written Examination / Written Test)	0%
Coursework (Coursework)	50%
Practical Examination (Oral Assessment)	50%
Total	100%


### Module Amendment Log



<b>Module Title:</b>	Foundations of Business Enterprise and Management
<b>Module Code:</b>	HANV8D-30-3
<b>Initial Approval Date:</b>	01 September 2017

#### Approved Module Changes (most recent at the top):

<b>Current version number: 1.4</b>	
<b>Outline Change Details:</b>	
<ol style="list-style-type: none"> <li>1. Document amended to meet requirements of new 2022 template.</li> <li>2. Size of assessments changed.</li> </ol>	
<b>Material Alteration: No</b>	
<b>Rationale:</b>	
<ol style="list-style-type: none"> <li>1. Module aligned to Hartpury academic curriculum framework.</li> <li>2. Oral assessment time and essay word count increased to guideline recommendations for a 30 credit module at level 3.</li> </ol>	
<b>Module description for Course Marketing Purposes:</b>	
Demonstrate an understanding of organisations and markets.	
<b>Change requested by:</b> B Evans	
I can confirm that all programme managers have been consulted and support this change I can confirm that student representatives have been consulted about this change I have retained evidence of this consultation which has been placed in the Module File	
<b>Signature:</b>	<b>Date:</b> 29/11/2021
<b>Name of Head of Department:</b> Wanda McCormick	
<ul style="list-style-type: none"> <li>I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department, and have / have not included a completed Resource Impact and Authorisation Form</li> <li>I can confirm that this change does require a change to the HECOS code</li> </ul>	
<b>Signature:</b>	<b>Date:</b> 18/01/2022
<b>Approval Committee and Date:</b>	Refresh Approval Panel action 2022 03 21
<b>Change approved with effect from:</b>	01 September 2022
<b>Resulting new HECOS code:</b>	100523 Animal Science Contribution to programme reflects programme's context
<b>Resulting new version number:</b>	2.0

<b>Current version number: 1.3</b>	
<b>Outline Change Details:</b> Part 1: Contributes towards updated with BSc (Hons) Equine Behaviour and Welfare	
<b>Material Alteration: No</b>	
<b>Rationale:</b> To reflect new programme	
<b>Module description for Course Information Sheets:</b>	
Demonstrate an understanding of organisations and markets.	
<b>Change requested by:</b> Catherine Porter	
I can confirm that all programme managers have been consulted and support this change I can confirm that student representatives have been consulted about this change I have retained evidence of this consultation which has been placed in the Module File	
	<b>Date:</b> 13/04/2021

<b>Name of Head of Department:</b> Wanda McCormick	
I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department	
	
<b>Signature:</b>	<b>Date:</b> 4/3/2021
<b>Approval Committee and Date:</b>	CVC Chair's action 17 May 2021
<b>Change approved with effect from:</b>	01 September 2021
<b>Resulting new version number:</b>	1.4

<b>Current version number:</b> 1.2	
<b>Outline Change Details:</b>	
Part 2: Unistats information updated- contact hours increased from 90 to 96 in line with changes across Foundation year.	
Parts 1, 2 and 3 updated in line with current template.	
<b>Material Alteration:</b> No	
<b>Rationale:</b> standardisation of contact hours to 15 hours per week at Level 3 for all programmes.	
<b>Module description for Course Information Sheets:</b>	
Demonstrate an understanding of organisations and markets.	
<b>Change requested by:</b> Ben Brilot	
<input checked="" type="checkbox"/> I can confirm that all programme managers have been consulted and support this change <input checked="" type="checkbox"/> I can confirm that student representatives have been consulted about this change <input checked="" type="checkbox"/> I have retained evidence of this consultation which has been placed in the Module File	
	
<b>Signature:</b>	<b>Date:</b> 02/02/21
<b>Name of Head of Department:</b> Wanda McCormick	
I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department	
	
<b>Signature:</b>	<b>Date:</b> 03/02/2021
<b>Approval Committee and Date:</b>	CVC 2021 02 22
<b>Change approved with effect from:</b>	01 September 2021
<b>Resulting new version number:</b>	1.3

1/6/2020 - Module type in part 1 corrected from none to standard.

<b>Current version number:</b> 1.1	
<b>Outline Change Details:</b> Update of 'contributes towards' to include BA (Hons) International Horseracing Business. Removal of an element to component B, as a change in assignment brief no longer requires it.	
<b>Approval Committee and Date:</b>	CVC 2019 08 06
<b>Change approved with effect from:</b>	01 September 2019
<b>Resulting new version number:</b>	1.2

<b>Current version number:</b> 1.0
<b>Outline Change Details:</b> Adopting new naming system for programmes

<b>Material Alteration:</b> No	
<b>Rationale:</b> To reflect the Hartpury Academic Regulations	
<b>Change requested by:</b> Academic Registrar	
<b>Signature:</b> <i>Lucy Dombell</i> <b>Date:</b> 01 August 2018	
<b>Approval Committee and Date:</b>	Curriculum Validation Committee 2018 08 31
<b>Change approved with effect from:</b>	01 September 2018
<b>Resulting new version number:</b>	1.1

<b>Initial HECOS code:</b>	100078 Business and Management
<b>Initial module description for Course Marketing Purposes:</b> Demonstrate an understanding of organisations and markets.	