HARTPURY UNIVERSITY

Module Descriptor

Part 1: Basic Data						
Module Title	BRS Business Management for the Horseracing Industry					
Module Code	HEQVH7-15-5		Level	5	Version	2.0
Credit Rating	15		ECTS Credit Rating	7.5		
Teaching Institution	British Racing School	Department	Equine	Module Type	Standard	
Contributes towards	FdSc Horseracing Industry					
Professional Accrediting Body	None		Module Entry requirements	None		
Pre-requisites	None		Excluded Combinations	None		
Most recent Validation Date	28 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	On successful completion of this module students will be able to: 1. Evaluate internal and external factors influencing the success of a business in the horseracing industry. (A) 2. Demonstrate an understanding of the importance of financial management and record keeping for horseracing businesses. (A) 3. Conduct an evaluation of current horseracing business management. (A)
Syllabus Outline	In the context of a business plan, the following will be covered: • Types of small and medium businesses within the Horseracing industry • National and international pressures on businesses in the horseracing industry • Financial management and record keeping • Business Analysis technique • Resource Assessment • Marketing strategies • Client satisfaction and retention • Market Research

Part 3: Learning, Teaching and Assessment	
Description of Learning and Teaching	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 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.
Resource Strategy	**Essential reading** 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. **Further reading** 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. **Access and skills** 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.
Assessment Strategy	This module will be assessed according to the approved Hartpury Academic Regulations including any specific regulations detailed within the student's programme specification. 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 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.

Identify final assessment component and element	A1	
% weighting between components A and B	**A:** **100%**	**B**: **0%**

First Sit	
Component A **Description of each element**	**Element weighting** **(as % of component)**
1.Oral Presentation with Questions (30 minutes)	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 (30 minutes)	100%
Please note: 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.	

Part 4: Unistats Information

Unistats Information

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.

Expected learning hours for the module:

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours
150	27	123	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 / Report / Portfolio)	0%
Practical Examination (Oral Assessment)	100%
Total	100%

Module Amendment Log

Module Title:	Business Management for the Horseracing Industry
Module Code:	HEQVH7-15-5
Initial Approval Date:	09 September 2021

Approved Module Changes (most recent at the top):

Current version number: 1.0

Outline Change Details:
Information re-ordered for new module template.

Material Alteration: No

Rationale:
Document amended to meet requirements of new 2022 template.

Module description for Course Marketing Purposes:
Students will evaluate different business structures within the horseracing industry and understand factors that may influence the success of a business.

Change requested by: Lucy Dumbell

Yes I can confirm that all programme managers have been consulted and support this change

No I can confirm that student representatives have been consulted about this change

Yes I have retained evidence of this consultation which has been placed in the Module File

Signature: L Dumbell **Date**: 15/02/2022

Name of Head of Department: Catherine Porter

- 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 not included a completed Resource Impact and Authorisation Form
- I can confirm that this change does not require a change to the HECOS code

Signature: C Porter **Date**:15/02/2022

Approval Committee and Date:	CVC Chair's action 2022 03 28
Change approved with effect from:	01 September 2022
Resulting new HECOS code:	100519 Equine Studies
Resulting new version number:	2.0

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

Initial HECOS code:	100519 Equine Studies

Initial module description for Course Marketing Purposes:
Students will evaluate different business structures within the horseracing industry and understand factors that may influence the success of a business.