HARTPURY UNIVERSITY

Module Descriptor

Part 1: Basic Data						
Module Title	Business Management for the Equine Industry					
Module Code	HEQV4J-15-6		Level	6	Version	2.0
Credit Rating	15		ECTS Credit Rating	7.5		
Teaching Institution	Hartpury	Department	Equine	Module Type	Standard	
Contributes towards	BA (Hons) Equine Business Management BSc (Hons) Equine Management (Level 6 entry) BSc (Hons) Equine Performance and Rehabilitation					
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	01 September 2022		

Part 2: Module Content	
Learning Outcomes	On successful completion of this module students will be able to: 1. Critically appraise the structure of the equine industry in the UK in comparison to other countries and the wider sporting industry. (A) 2. Critique the role and scope of governing bodies and other industry-relevant organisations in relation to the distribution of power. (A) 3. Utilise business theory to critically evaluate the performance of businesses within the UK equine industry. (A) 4. Independently interpret industry literature and statistics in order to present findings to justify proposed methods to improve business performance within the UK equine industry. (A)
Syllabus Outline	This module focuses on the application of the theoretical aspects of various business models used within the equine industry, exploring the individual disciplines and governing bodies in relation to the wider sporting industry. ● The equine industry: structure of the industry; core and ancillary trades; distribution of power; identification of governing bodies. ● Business opportunities: analysis of the business environment within the equine industry; career progression; small business start up. ● Business theory: application of human resource management; marketing; finance; strategy and policy within the equine industry.

Part 3: Learning, Teaching and Assessment	
Description of Learning and Teaching	A variety of learning strategies will be adopted including scheduled learning, where students will receive theoretical underpinning knowledge and will develop skills to apply theory into practise. It is expected that for every hour a student spends within a delivered session (lectures, seminars and practicals) students will spend at least twice this amount of time on independent learning. Independent learning is an essential component of degree level study and students will not be able to complete the module successfully without undertaking the required amount of independent learning. **Scheduled learning** includes lectures, seminars, tutorials, demonstration, practical classes and workshops; external visits; supervised time in a laboratory and guest speakers. **Independent learning** includes 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. **Virtual learning environment (VLE):** 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.
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. The open book case study examination of 2.5 hours will allow students to apply their research and knowledge of a given case study to various scenarios. It will also allow the student to explore the wider contexts of industry or other sports through critiquing available literature and industry statistics. 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. Open-Material Case Study Written Examination (2.5 hours)	100%

Resit (further attendance at taught classes is not required)	
Component A **Description of each element**	**Element weighting** **(as % of component)**
1. Open-Material Case Study Written Examination (2.5 hours)	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	36	114	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)	100%
Coursework (Coursework / Report / Portfolio)	0%
Practical Examination (Practical Skills Examination / Practical Skills Assessment / Oral Assessment)	0%
Total	100%

Module Amendment Log

Module Title:	Business Management for the Equine Industry
Module Code:	HEQV4J-15-6
Initial Approval Date:	01 September 2017

Approved Module Changes (most recent at the top):

Current version number: V.1.2

Outline Change Details:

1. Document amended to meet requirements of new 2022 template.
2. Updated Assessment terminology in-line with new assessment guidance

Material Alteration: No

Rationale:

1. Module aligned to Hartpury academic curriculum framework.

Module description for Course Marketing Purposes: Apply theoretical concepts gathered over the duration of your degree to explore the structure and governance of the equine industry and its distribution of power.

Change requested by: 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

Signature: CAPorter **Date**: 02/12/2021

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: CAPorter **Date**: 02/12/2021

Approval Committee and Date:	Curriculum Validation Committee action 2022 03 21
Change approved with effect from:	1st September 2022
Resulting new HECOS code:	100519 Equine Studies
Resulting new version number:	V.2.0

Current version number: 1.1

Outline Change Details:

New programme added to 'Contributes towards'
BSc (Hons) Equine Performance and Rehabilitation

Parts 2 and 3 updated in line with current module template.

Material Alteration: No

Rationale: updated in line with new programme.

Module description for Course Information Sheets:

Change requested by: Lucy Dumbell N/A I can confirm that all programme managers have been consulted and support this change N/A I can confirm that student representatives have been consulted about this change N/A I have retained evidence of this consultation which has been placed in the Module File **Signature**: Lucy Dumbell **Date**: 25/11/2019	
Name of Head of Department: I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department **Signature**: **Date**	
Approval Committee and Date:	CVC 30 April 2020
Change approved with effect from:	1 September 2020
Resulting new version number:	1.2

Current version number: v.1.0	
Outline Change Details: Adopting new naming system for programmes	
Material Alteration: No	
Rationale: To reflect the Hartpury Academic Regulations	
Change requested by: Academic Registrar **Signature**: Lucy Dumbell **Date**: 01 August 2018	
Approval Committee and Date:	Curriculum Validation Committee 2018 08 31
Change approved with effect from:	01 September 2018
Resulting new version number:	v.1.1

Initial HECOS code:	100519 Equine Studies
Initial module description for Course Marketing Purposes: Apply theoretical concepts gathered over the duration of your degree to explore the structure and governance of the equine industry and its distribution of power.	