Programme Specification

Part 1: Basic Data			
Primary Programme Title	BA (Hons) Equine Business Management (Level 6 entry)		
Target Award Titles	**Mode and Typical Duration of Study**	**Professional Accrediting Body Links**	**Study Abroad / Exchange / Credit Recognition**
BA (Hons) Equine Business Management	Full time, 1 year Part time, 2 years	**None**	**None**
Interim Award Titles	BA Equine Business Management		
Teaching Delivery Method	On-site		
Awarding Institution	Hartpury University		
Teaching Institution	Hartpury University		
Delivery Location	Hartpury		
Department Responsible for Programme	Equine		
Unit-E Code	**BAHEEBM6**		
Entry Criteria Information	Applicants will have achieved entry criteria appropriate for the stage of entry, which can be found through the Hartpury website (www.hartpury.ac.uk).		
Most Recent Validation Date	21 March 2022	**Due for Re-validation By**	01 September 2027
Amendment Approval Date		**Approved With Effect From**	V1.0 - 01 September 2022
Professional Accrediting Body Approval Date	None	**Date for Re-accreditation**	N/A
Version	1.0		

Part 2: Programme Overview

Graduates of BA (Hons) Equine Business Management will build on prior knowledge, and develop knowledge and understanding of key sustainable business principles within a range of pure and applied modules. They will have explored and analysed current issues within the equine business industry and applied equine science modules in relation to welfare and management requirements of the horse both now and in the future. Graduates will have an understanding of the equine industry and wider business management approaches and theories. Graduates have been exposed to live industry projects and expertise from the equine and allied industries in order to develop their own commercial ability to present and influence others to promote a sustainable and inclusive business environment whilst promoting positive wellbeing of themselves and others around them.

Part 3: Programme Structure

This structure diagram demonstrates the student journey from enrolment through to graduation for a typical **full time student on the primary programme**, including:
- level and credit requirements
- award requirements that are in addition to those described in the Hartpury University Academic Regulations
- module diet, including core and optional modules.

Please note:
*PAB – these modules are subject to additional and variant regulations as part of an accreditation by a professional accrediting body
+ Non-condonable – these core modules are not able to be condoned

	Core Modules	Optional Modules	Target and Interim Awards
Stage 1	HEQV7S-15-6 Sales, Negotiation and Customer Service+ HEQVML-15-6 Sustainability and Global Responsibility within the Equestrian Sector + HEQVKW-15-6 Creating Equestrian Content for Media Platforms + Students need to select 45 credits from the following core module bundles: HEQVKT-45-6 Undergraduate Dissertation+ OR HANV3S-30-6 Applied Research Project+ AND HANV4Y-15-6 Investigative Skills for the Successful Undergraduate+	HSPV54-15-6 Strategic Management HEQV4M-15-6 Equine Nutrition for Performance HSPV53-15-6 Sports Sponsorship and Brand Development HEQV4P-15-6 Equine Therapy and Rehabilitation HSPV44-15-6 People, Leadership and Change HEQVFM-15-6 Volunteering within the Equine Charity Sector Enrolment on these modules will be subject to programme manager approval.	<u>BA Equine Business Management</u> <u>BA (Hons) Equine Business Management</u> Credit requirements: This must include all core modules.

Part time:
The part time student journey from entry through to graduation is individually negotiated with the student.

Part 4: Programme Learning Outcomes

Modules in bold are core modules and modules not emboldened are optional modules.
A denotes a module that assesses a learning outcome and B denotes a module aligned with a learning outcome.

Learning Outcomes:	Sales, Negotiation and Customer Service	Sustainability and Global Responsibility within the Equestrian Sector	Applied Research Project AND	Investigative Skills for the Successful Undergraduate OR	Undergraduate Dissertation	Equine Nutrition for Performance	Sports Sponsorship and Brand Development	Strategic Management	People, Leadership and Change	Volunteering within the Equine Charity Sector	Equine Therapy and Rehabilitation	Creating Equestrian Content for Media Platforms
A) Knowledge and Understanding of:												
1. Strategic and Business Planning, implementation and evaluation of resources to meet organisational needs		A										
2. Principles of modern (equine) business management	A											
3. Legislative, Ethical and moral issues in management		A						B		B		
4. Sustainability and Global Responsibility in the Equine Sector		A										
B) Intellectual Skills												
1. Apply theoretical knowledge to novel situations and challenge received opinion, to formulate a logical argument	A		A	A	A							
2. Demonstrate confidence in analysing current situations, identifying strengths and weaknesses to develop strategy and identify appropriate solutions to problems.		A	A	A	A	B					B	
3. Work in complex and unpredictable contexts	A									B		

C) Performance and Practice												
1. Communicate orally to influence others in a positive way	A						B		B	B	B	B
2. Develop and plan for human behaviour change to promote an enhanced, inclusive people management practice whilst being empathetic to the wellbeing of others		A						B	B			
3. Critically appraise evidence in the underpinning of arguments	A	B										
4. Demonstrate elements of personal responsibility and professional codes of business practice		A										
5. Be able to create industry ready professional media and viral creative content	B											A
6. Be able to debate wider ethical, social and environmental implications, supported with current theoretical research.	A	A				B	B		B			
7. Relate to and cooperate with others in contributing to group goals	A						B		B	B		B
D) Setting, Personal and Enabling Skills												
1. Develop a reflective philosophy when analysing personal effectiveness and considering personal wellbeing, management and development			A	A	A				B	B		

Part 5: Learning, Teaching and Assessment

Learning, Teaching and Assessment Journey:

The BA (Hons) Equine Business Management (level 6 entry) programme combines academic knowledge and understanding which will reinforce and support the development of practical skills to equip the student with the knowledge base and skills relevant to this very broad area of applied business management. The programme prepares graduates for the future needs of the equine industry in the UK and abroad by utilising assessments that simulate real-life business challenges. Graduates can confidently present themselves and produce creative media content in order to influence others in a positive way.

The level 6 entry point allows students who have successfully completed a level 5 qualification, such as a Foundation Degree (FdSc) or Higher National Diploma (HND), to step up to the BA (Hons) Equine Business Management qualification. The knowledge and experience gained during the previous study will provide students with a varied background which they will be able to build on at level 6.

At level 6, the BA (Hons) Equine Business Management provides students with the opportunity to further specialise into aspects of media, strategic management and global sustainability which relates to their future career paths within the industry. The programme combines the development of knowledge via teaching, research and practical skills to develop a graduate who can make an effective contribution to the equine related industries and positively influence the strategic direction. It has been shown that the balance of skills developed on the programme will also enable graduates to gain employment in other occupational areas, if they so wish.

This programme will be assessed according to the approved Academic Regulations.

Students registered on this programme will have access to the Hartpury University support services.

The distinctive module used by the Programme Examination Board to inform recommending differential awards for students when considering borderline performance profiles will be
Undergraduate Dissertation or Applied Research Project.

Professional Accrediting Body documents to which this programme is mapped and or aligned:
None

Assessment Map

		Coursework	Report	Portfolio	Written Examination	Written Test	Practical Skills Examination	Practical Skills Assessment	Oral Assessment
						Type of Assessment*			
Core Modules Stage 3	Sales, Negotiation and Customer Service								A (100) Oral Assessment
	Sustainability and Global Responsibility within the Equestrian Sector		B (75) Report						A (25) Oral Presentation with Questions
	Creating Equestrian Content for Media Platforms		A (100) Project Report						
	Undergraduate Dissertation OR		A (100) Project Report						
	Investigative Skills for the Successful Undergraduate AND	B (50) Coursework				A (50) In-Class Test			
	Applied Research Project		A (100) Project Report						
Optional Modules Stage 3	Equine Nutrition for Performance					A (100) Case Study Test			
	Sports Sponsorship and Brand Development								A (100) Oral Presentation with Questions individually marked
	Equine Therapy and Rehabilitation							A (100) Practical Skills Assessment	

	People, Leadership and Change	B (75) Coursework						A (25) Poster Defence
	Strategic Management		A (100) Case Study Report					
	Volunteering within the Equine Charity Sector							A (100) Oral Presentation with Questions

*Indicative assessment types for new students enrolling on this programme after the date this specification takes effect (Part 1) are shown in terms of either Coursework, Written Examination, or Practical Examination as indicated by the colour coding above.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found through Hartpury's website (www.hartpury.ac.uk).

Approved Programme Amendment Log

Primary Programme Title:	BA (Hons) Equine Business Management (Level 6 entry)
Programme Code:	BAHEEBM6
Initial Approval Date:	21 March 2022

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

22/02/2023
Correction of typographical error - Part 5: and / or corrected for Undergraduate Dissertation and alternative modules.
Approved by CSP Chair's action.

New programme	
Approval Committee and Date:	Curriculum Validation Committee action 2022 03 21
Change approved with effect from:	01 September 2022
Resulting new version number:	1.0