

## Module Descriptor

Part 1: Basic Data					
Module Title	Business Enterprise and Management				
Module Code	HSPVSG-30-3	Level	3	Version	1.0
Credit Rating	30	ECTS Credit Rating	15		
Teaching Institution	Hartpury	Department	Sport	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 BSc (Hons) Sport and Exercise Sciences BSc (Hons) Sport and Exercise Nutrition BSc (Hons) Sports Therapy BSc (Hons) Sports Coaching BSc (Hons) Strength and Conditioning BSc (Hons) Physical Education and School Sport				
Professional Accrediting Body	None	Module Entry requirements	None		
Pre-requisites	None	Excluded Combinations	None		
Most recent Validation Date	10 January 2024	Due for re-validation by	01 September 2029		
Amendment Approval Date		Approved with effect from	V1.0 - 01 September 2024		

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. Describe the basic structure of organisations and markets. (A)</li> <li>2. Use the language of business effectively in both written and verbal formats. (A, B)</li> <li>3. Describe the nature of enterprise and its contribution to economic activity. (A)</li> <li>4. Discuss the disciplines of business and management. (B)</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>• Economics and the external environment</li> <li>• Organisational culture</li> <li>• International management</li> <li>• Entrepreneurship and small business management</li> <li>• Fundamentals of project management</li> <li>• Fundamentals of marketing</li> <li>• Oral presentation, construction and use of presentation aids including software</li> <li>• Team and group working.</li> </ul>
------------------	--

Part 3: Learning, Teaching and Assessment	
Description of Learning and Teaching	<p>The main focus is on the acquisition both of appropriate academic skills and of an awareness of the subject relevance to students' future professional lives. 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 contextualise this to the industries their programmes serve.</p> <p>The teaching methods are designed to engage students. 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, normally in groups of 3-4. 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 peers and the tutor within the classroom, 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>
---------------------	--

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> Description of each element	<b>Element weighting</b> (as % of component)	
1. Essay (2000 words)	100%	
<b>Component B</b> Description of each element	<b>Element weighting</b> (as % of component)	
1. Group Oral Presentation with Questions individually marked (40 minutes)	100%	

Resit (further attendance at taught classes is not required)	
Component A Description of each element	Element weighting (as % of component)
1. Essay (2000 words)	100%
Component B Description of each element	Element weighting (as % of component)
1. Oral Presentation with Questions (15 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 Descriptor at the time that retake commences.	

#### Part 4: Comparative Information

##### Information

Information has to be produced at programme level to produce comparable sets of standardised information about 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
300	72	228	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 / <del>Report</del> / <del>Portfolio</del> )	50%
Practical Examination ( <del>Practical Skills Examination</del> / <del>Practical Skills Assessment</del> / Oral Assessment)	50%
Total	100%

### Module Amendment Log

<b>Module Title:</b>	Business Enterprise and Management
<b>Module Code:</b>	HSPVSG-30-3
<b>Initial Approval Date:</b>	10 January 2024

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

This module has been developed based on the module HANV8D-30-3 Foundations of Business Enterprise and Management.

<b>Outline Change Details:</b> new module	
<b>Approval Committee and Date:</b>	CVC Chair's action 2024 01 10
<b>Change approved with effect from:</b>	01 September 2024
<b>Resulting new version number:</b>	1.0

<b>Initial HECOS code:</b>	100097 Sports Management Contribution to programme reflects programme's context
<b>Initial module description for Course Marketing Purposes:</b> Demonstrate an understanding of business contexts, culture, organisations and markets.	