**Programme Specification**

| Part 1: Basic Data | | | |
|---|---|---|---|
| **Primary Programme Title** | BSc (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** |
| **BSc (Hons) Equine Business Management** | Full time, 1 year Part time, 2 years | **None** | **None** |
| **Interim Award Titles** | BSc Equine Business Management Undergraduate Level 6 Award in Equine Studies | | |
| **Teaching Delivery Method** | On-site | | |
| **Awarding Institution** | Hartpury University | | |
| **Teaching Institution** | Hartpury University | | |
| **Delivery Location** | Hartpury | | |
| **Department Responsible for Programme** | Equine | | |
| **Unit-E Code** | **BSHEEBM6** | | |
| **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** | 16 July 2024 | **Due for Re-validation By** | |
| **Amendment Approval Date** | | **Approved With Effect From** | V1.0 – 01 September 2025 |
| **Professional Accrediting Body Approval Date** | None | **Date for Re-accreditation** | |
| **Version** | 1.0 | | |

| Part 2: Programme Overview |
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| Graduates of BSc (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

+ core modules marked + are not eligible for compensation

[1] these modules are accredited by a professional awarding body, but are not subject to variant regulations

AV these modules are subject to additional and variant regulations but are not accredited by a professional awarding body.

| | Core Modules | Optional Modules | Target and Interim Awards |
|---|---|---|---|
| **Stage 1** | HEQV7S-15-6 + Sales, Negotiation and Customer Service<br><br>HEQVML-15-6 + Sustainability and Global Responsibility within the Equestrian Sector<br><br>HEQVKW-15-6 + Creating Equestrian Content for Media Platforms<br><br>Students need to select 45 credits from the following core module bundles:<br><br>HEQVKT-45-6 + Undergraduate Dissertation<br><br>OR<br><br>HANV3S-30-6 + Applied Research Project<br><br>AND<br>HANV4Y-15-6 + Investigative Skills for the Successful Undergraduate | HEQV4M-15-6 Equine Nutrition for Performance<br><br>HEQV4P-15-6 Equine Therapy and Rehabilitation<br><br>HSPV44-15-6 People, Leadership and Change<br><br>HSPV53-15-6 Sports Sponsorship and Brand Development<br><br>HSPV54-15-6 Strategic Management<br><br>HEQVFM-15-6 Volunteering within the Equine Charity Sector<br><br>Enrolment on these modules will be subject to programme manager approval. | Undergraduate Level 6 Award in Equine Studies<br><br>BSc Equine Business Management<br><br><br>BSc (Hons) Equine Business Management<br>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 BSc (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 BSc (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 BSc (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 |
|---|---|---|---|---|---|---|---|---|---|
| **Core Modules Stage 1** | 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) Test | | | |
| | Applied Research Project | | A (100) Project Report | | | | | | |
| **Optional Modules Stage 1** | Equine Nutrition for Performance | | | | | A (100) Case Study Test | | | |
| | Sports Sponsorship and Brand Development | | | | | | | | A (100) Oral Presentation with Questions |

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|---|---|---|---|---|---|---|---|---|
| | | | | | | | | <span style="color:orange">individually marked</span> |
| | Equine Therapy and Rehabilitation | | | | | | <span style="color:orange">A (100) Practical Skills Assessment</span> | |
| | People, Leadership and Change | <span style="color:red">B (75) Coursework</span> | | | | | | <span style="color:orange">A (25) Poster Defence</span> |
| | Strategic Management | | <span style="color:red">A (100) Case Study Report</span> | | | | | |
| | Volunteering within the Equine Charity Sector | | | | | | | <span style="color:orange">A (100) Oral Presentation with Questions</span> |

*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 <span style="color:red">Coursework,</span> <span style="color:blue">Written Examination,</span> or <span style="color:orange">Practical Examination</span> 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

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|---|---|
| **Primary Programme Title:** | BSc (Hons) Equine Business Management (Level 6 entry) |
| **Programme Code:** | BSHEEBM6 |
| **Initial Approval Date:** | 16 July 2024 |

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

| | |
|---|---|
| **Outline Change Details**: New programme. | |
| **Approval Committee and Date:** | CVC 2024 07 16 |
| **Change approved with effect from:** | 01 September 2025 |
| **Resulting new version number:** | 1.0 |