

## Programme Specification

Part 1: Basic Data			
Primary Programme Title	BSc (Hons) International Horseracing Business (Level 6 entry)		
Target Award Titles	<b>Mode and Typical Duration of Study</b>	<b>Professional Accrediting Body Links</b>	<b>Study Abroad / Exchange / Credit Recognition</b>
BSc (Hons) International Horseracing Business	Stage 3 entry: Full time 1 years, Part time 2 years	None	None
Interim Award Titles	BSc Equine Studies BSc International Horseracing Business 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	<b>Stage 3 entry: BSHEIHB6</b>		
Entry Criteria Information	Applicants will have achieved entry criteria appropriate for the stage of entry, which can be found through the Hartpury website ( <a href="http://www.hartpury.ac.uk">www.hartpury.ac.uk</a> ).		
Most Recent Validation Date	16 July 2024	<b>Due for Re-validation By</b>	
Amendment Approval Date		<b>Approved With Effect From</b>	V1.0 – 01 September 2025
Professional Accrediting Body Approval Date	N/A	<b>Date for Re-accreditation</b>	N/A
Version	1.0		

## Part 2: Programme Overview

Graduates of BSc (Hons) International Horseracing Business understand theory and practice relating to the commercial and operational aspect of horseracing as a sport and its allied industries. Graduates understand the diversity of the competitive global horseracing and bloodstock industries and have developed a wide range of transferable skills and business acumen alongside the ability to effectively communicate with a wide range of stakeholders. Graduates have developed a depth of self-awareness alongside an understanding of the importance of effective customer services to deliver a positive consumer experience, which enables them to produce content in press and media, network, negotiate and delegate successfully. Graduates have knowledge and skills that will give them a competitive advantage to work across a variety of industry roles that would benefit from an in-depth understanding of key business and sustainable commercial principles which have been applied to the global sport of horseracing.

### 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

<sup>1</sup> these modules are accredited by a professional awarding body, but are not subject to variant regulations

<sup>AV</sup> 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 3	HEQV7Q-15-6 + Horseracing, Governance and Law  HEQVML-15-6 + Sustainability and Global Responsibility within the Equestrian Sector  EITHER  HEQVKT-45-6 + Undergraduate Dissertation  OR  HANV4Y-15-6 + Investigative Skills for the Successful Undergraduate AND HANV3S-30-6 + Applied Research Project	HEQVKW-15-6 Creating Equestrian Content for Media Platforms  HSPV44-15-6 People, Leadership and Change  HEQV7S-15-6 Sales, Negotiation and Customer Service  HSPV53-15-6 Sports Sponsorship and Brand Development  HSPV54-15-6 Strategic Management	<u>Undergraduate Level 6 Award in Equine Studies</u>  <u>BSc Equine Studies</u>  <u>BSc International Horseracing Business</u> This must include HEQV7Q-15-6 and HEQVML-15-6  <u>BSc (Hons) International Horseracing Business</u> 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.

	Undergraduate Dissertation	Applied Research Project	Investigative Skills for the Successful Undergraduate	Sustainability and Global Responsibility within the Equestrian Sector or Personal Industry Development Portfolio	Horseracing, Governance and Law	People, Leadership and Change	Strategic Management	Sports Sponsorship and Brand Development	Sales, Negotiation and Customer Service	Creating Equestrian Content for Media Platforms
<b>Learning Outcomes:</b>										
<b>A) Knowledge and Understanding of:</b>										
1. Strategic business planning, implementation and evaluation of resources to meet organisational needs in the horseracing industry.					A		B			
2. Sustainability & Global Responsibility in the Equine Sector.				A	B		B		B	
3. Principles of commercial (horseracing) business management.					A					
4. The moral, social and ethical issues related to horseracing business management.					A					
5. Media relationships in horseracing and the impact upon the reputation of the industry					A					B
6. Theories, concepts and commercial skills that can be used to address challenges associated with global horseracing business management.				B	A	B	B			B
<b>B) Intellectual Skills</b>										
1. Critically evaluate current research in the field of business management to propose realistic and effective management practices for equestrian businesses within the global horseracing industry.	A	A	B		A		B		B	
2. Apply theoretical knowledge to novel situations and constructively challenge received opinion, to formulate a logical argument.	B	B	B	A	A		B		B	B

3. Demonstrate confidence in analysing current situations, identifying strengths and weaknesses to develop strategy and identify appropriate solutions to problems.			A	A	A					B
<b>C) Performance and Practice</b>										
1. Demonstrate elements of personal responsibility and professional codes of business practice					A		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		B	
3. Communicate confidently in order to network effectively, demonstrate good customer service and sell oneself effectively in a professional manner.				A	A					B
4. Apply appropriate statistical, analytical and evaluating techniques to data to draw justified conclusions to a research question.	A	A	B		B					
5. Be able to debate wider ethical, social and environmental implications in the global horseracing industry.				A	A					
6. Relate to and cooperate with others in contributing to group goals.				A					B	B
<b>D) Setting, Personal and Enabling Skills</b>										
1. Develop a reflective philosophy when analysing personal effectiveness and consider personal wellbeing, management and development	B	B		A		B				
2. Recognise strengths and weaknesses, including their own, and give and receive constructive feedback in relation to set tasks.					A			B		B
3. Identify, assess and communicate skills, interests, values and abilities and then reflect on actions and priorities to work effectively to deadlines.					A	B		A	B	B

## Part 5: Learning, Teaching and Assessment

### Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

The BSc (Hons) International Horseracing Business (level 6 entry) programme is delivered with the vision of building a diverse and inclusive "Student Horseracing Community" with regular academic tutorials combining academic stages across appropriate programmes to provide networking opportunities and peer to peer learning amongst students.

Teaching is a mix of scheduled and independent learning. A key feature of delivery throughout the programme is the application of horseracing industry expertise within teaching and learning. This is achieved through a variety of mechanisms including bringing industry speakers and experts into the classroom, undertaking study trips to relevant racing establishments, and practical opportunities to observe racing.

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) International Horseracing Business 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 International Horseracing programme provides students with the opportunity to further specialise and explore the governance of the global horseracing industry. Students will be encouraged to critically evaluate the macro environment and discuss innovative opportunities which will safeguard the growth of horseracing globally but also nationally, to maintain its position as the UK's second largest spectator sport. Students will be encouraged to apply theory to practice and engage in problem-based learning in classroom, seminar and practical sessions to enhance their understanding of the complexities of the sport. Assessments in level six support the development of students' intellectual skills to enable them to propose solutions to real world problems. The research project will provide students with an opportunity to carry out research and in turn, a taste of independent learning at a higher level, to help students identify whether they would enjoy progressing into post graduate study or research.

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									
		Type of Assessment*							
		Coursework	Report	Portfolio	Written Examination	Written Test	Practical Skills Examination	Practical Skills Assessment	Oral Assessment
<b>Core Modules Stage 1</b>  <b>One of the two 45 credit choices</b>	Horseracing, Governance and Law					A (100) Fixed-Time Test			
	Sustainability and Global Responsibility within the Equine Sector		B (75) Report						A (25) Oral Presentation with Questions
	Undergraduate Dissertation		A (100) Project Report						
	<b>OR</b>								
	Investigative Skills for the Successful Undergraduate	B (50) Coursework				A (50) In-Class Test			
	<b>AND</b>								
<b>Optional Modules Stage 1</b>	Applied Research Project		A (100) Project Report						
	Strategic Management		A (100) Case Study Report						
	Sports Sponsorship and Brand Development								A (100) Group Oral Presentation with Questions

									individually marked
	People, Leadership and Change	B (75) Coursework							A (25) Poster Defence
	Sales, Negotiation and Customer Service								A (100) Oral Presentation with Questions
	Creating Equestrian Content for Media Platforms		A (100) Project Report						

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](http://www.hartpury.ac.uk)).



### Approved Programme Amendment Log

<b>Primary Programme Title:</b>	BSc (Hons) International Horseracing Business
<b>Programme Code:</b>	BSHEIHB6
<b>Initial Approval Date:</b>	16 July 2024

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

<b>Outline Change Details:</b> New programme.	
<b>Approval Committee and Date:</b>	CVC 2024 07 16
<b>Change approved with effect from:</b>	01 September 2025
<b>Resulting new version number:</b>	1.0