

Programme Specification

Part 1: Basic Data			
Primary Programme Title	BSc (Hons) Equine Business Management		
Target Award Titles	Mode and Typical Duration of Study	Professional Accrediting Body Links	Study Abroad / Exchange / Credit Recognition
BSc (Hons) Equine Business Management	Stage 0 entry: Full time 4 years, Part time 8 years Stage 1 entry: Full time 3 years, Part time 6 years	None	Study Abroad – Van Hall Larenstein, NED
BSc (Hons) Equine Business Management with integrated placement year	Stage 0 entry: Full time 5 years, Part time 9 years Stage 1 entry: Full time 4 years, Part time 7 years	None	Study Abroad – Van Hall Larenstein, NED
Interim Award Titles	BSc Equine Business Management BSc Equine Business Management with integrated placement year Diploma of Higher Education in Equine Business Management Certificate of Higher Education in Equine Business Management Undergraduate Certificate in Equine Studies Undergraduate Award in Equine Studies Higher Education Foundation Certificate in Academic Skills Higher Education Foundation Award in Academic Skills		
Teaching Delivery Method	On-site		
Awarding Institution	Hartpury University		
Teaching Institution	Hartpury University		
Delivery Location	Hartpury		
Department Responsible for Programme	Equine		
Unit-E Code	BSHEEBMX		
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	V1.1 – 07 April 2025	Approved With Effect From	V1.1 – 01 September 2025
Professional Accrediting Body Approval Date	N/A	Date for Re-accreditation	N/A
Version	1.1		

Part 2: Programme Overview

Graduates of BSc (Hons) Equine Business Management have developed knowledge and understanding of key sustainable business principles within the equine industry. They have explored and analysed current issues within the equine industry and applied equine science modules in relation to welfare and management requirements of the horse both now and in the future. Graduates have gained extensive practical knowledge and understanding of the equine industry and wider business management approaches and theories, some of which graduates have also been exposed to in their compulsory period of relevant work experience. 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 create media content to influence others to promote a sustainable and inclusive business environment whilst promoting positive wellbeing of themselves and others around them.

Graduates of BSc (Hons) Equine Business Management with integrated placement have developed knowledge and understanding of key sustainable business principles within the equine industry. They have explored and analysed current issues within the equine industry and applied equine science modules in relation to welfare and management requirements of the horse both now and in the future. Graduates have gained extensive practical knowledge and understanding of the equine industry and wider business management approaches and theories, some of which graduates have also been exposed to in their compulsory period of relevant work experience and will have benefited from gaining valuable work experience during the placement year. 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 create media content to 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 0	HANVQX-15-3 Academic Literacy for University Studies HSPVSG-30-3 Business Enterprise and Management HEQVSC-30-3 Equine Studies HANVRR-15-3 Exploring Current Concepts HANVRD-30-3 Professional Development in Practice	Not applicable.	<u>Higher Education Foundation Award in Academic Skills</u> <u>Higher Education Foundation Certificate in Academic Skills</u>
	To progress to stage 1 you must achieve at least 90 credits from stage 0		
Stage 1	HEQXNK-15-4 Equine Industry HEQVP9-15-4 + Equine Structure and Function HEQ HEQVKJ-15-4 Equestrian Project Management HSPV5S-15-4 Introduction to the Principles of Marketing	Not applicable.	<u>Undergraduate Award in Equine Studies</u> <u>Undergraduate Certificate in Equine Studies</u> <u>Certificate of Higher Education in Equine Business Management</u>

	HEQVFB-30-4 Professional Development and Influence within the Equestrian Sector		
	HSPVSX-30-4 Understanding Business Economics and Financial Information		
	To progress to stage 2 you must achieve at least 90 credits from Stage 1.		
Stage 2	HEQVJU-15-5 Equestrian Media Relations HEQVKR-30-5 + Equestrian Research in Professional Practice HEQVJR-15-5 + Professional Placement Experience in the Equestrian Sector OR HEQVCW-60-5 Van Hall Larenstein Study Abroad Credit OR HEQVS6-60-5 Study Abroad Credit	HSPV5W-15-5 Accounting Information for Business HEQXR7-15-5 Applied Equine Nutrition HEQVDQ-15-5 Equestrian Event Management and Fundraising HEQXR9-15-5 Equine Musculoskeletal Diagnostics HEQXRD-15-5 Equine Performance HSPV5T-15-5 Human Resource Management HEQVLX-15-5 International Stud Management HANXRP-15-5 International Academic Study Portfolio OR HANXRQ-30-5 International Academic Study Project OR HANXRR-45-5 International Academic Study Extended Project	<u>Diploma of Higher Education in Equine Business Management</u>
	To progress to stage 3 you must achieve at least 210 credits.		
Placement Year Optional	HANVK6-15-5 Integrated Placement Year		

Stage 3	HEQVKW-15-6 + Creating Equestrian Content for Media Platforms	HEQV4M-15-6 Equine Nutrition for Performance	<u>BSc Equine Business Management</u>
	HEQV7S-15-6 + Sales, Negotiation and Customer Service	HEQV4P-15-6 Equine Therapy and Rehabilitation	<u>BSc Equine Business Management with integrated placement year</u> This must include HANVK6-15-5
	HEQVML-15-6 + Sustainability and Global Responsibility within the Equestrian Sector	HSPV44-15-6 People, Leadership and Change	<u>BSc (Hons) Equine Business Management</u> This must include all core modules.
	HEQVKT-45-6 + Undergraduate Dissertation	HSPV53-15-6 Sports Sponsorship and Brand Development HSPV54-15-6 Strategic Management HEQVFM-15-6 Volunteering within the Equine Charity Sector	<u>BSc (Hons) Equine Business Management with integrated placement year</u> This must include all core modules and HANVK6-15-5

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:	Professional Development and Influence within the Equestrian Sector																													
	Equine Structure and Function																													
	Understanding Business Economics and Financial Information																													
	Introduction to the Principles of Marketing																													
	Equine Industry																													
	Equestrian Project Management																													
	Professional Placement Experience in the Equestrian Sector																													
	Van Hall Larenstein / Study Abroad Credit																													
	Equestrian Research in Professional Practice																													
	Equestrian Media Relations																													
Equine Performance																														
Equestrian Event Management and Fundraising																														
International Stud Management																														
Accounting Information for Business																														
Applied Equine Nutrition																														
Equine Musculoskeletal Diagnostics																														
Human Resource Management																														
International Academic Study Portfolio / Project / Extended Project																														
Integrated Placement Year																														
Undergraduate Dissertation																														
Sales, Negotiation and Customer Service																														
Sustainability and Global Responsibility within the Equestrian Sector																														
Creating Equestrian Content for Media Platforms																														
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																														
A) Knowledge and Understanding of:																														
1. Strategic and Business Planning, implementation and evaluation of resources to meet organisational needs	B		B				B		B										A											
2. Principles of modern (equine) business management	B	B			B	B		B	A		B		B		B			B		A										
3. Legislative, ethical and moral issues in management			B		B		B										A			A					B			B		
4. Sustainability and Global Responsibility in the Equine Sector			B			B			B											A										
5. The structure and function of the horse relative to how this is impacted by management practices		A									B		B		B															
B) Intellectual Skills																														
1. Apply theoretical knowledge to novel situations and challenge opinion, to formulate a logical argument				B		B			B	B									A	A										
2. Demonstrate confidence in analysing current situations, identifying strengths and weaknesses to develop strategy and identify appropriate solutions to problems.			B	B						B			B			B			A		A		B							B
3. Work in complex and unpredictable contexts	B						B					B	B			B		B		A								B		

4. Critically evaluate current research in the field of business management to propose realistic and effective management practices for equestrian businesses			B			B			A										A									
C) Performance and Practice																												
1. Communicate orally to influence others in a positive way	B									B							B		B		A		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	B								B	B		B	B								A					B	B	
3. Critically appraise evidence in the underpinning of arguments						B	B		B				B	B	B	B					A	B						
4. Demonstrate elements of personal responsibility and professional codes of business practice	B		B			B	A	A											A			A						
5. Be able to create industry ready professional media and viral creative content	B									B											B		A					
6. Be able to debate wider ethical, social and environmental implications, supported with current theoretical research.	B					B	B				B		B	B		B	B					A						
7. Relate to and cooperate with others in contributing to group goals	B		B						B					B				B				A		B		B		B
D) Setting, Personal and Enabling Skills																												
1. Identify, assess and communicate skills, interests, values and abilities and then reflect on actions and priorities to work effectively to deadlines.	B					B	A	B										A	B	A								
2. Develop a reflective philosophy when analysing personal effectiveness and considering personal wellbeing, management and development	B						B	B											B		A						B	B

Part 5: Learning, Teaching and Assessment

Learning, Teaching and Assessment Journey:

Having entry points into both a Foundation Year and Level Four, enables the programme experience to facilitate the development of a successful undergraduate supporting a wide range of study backgrounds. The Foundation Year will prepare students with general study skills and opportunities to develop subject specific skills and knowledge. Additionally, the Foundation year includes professional development activities enabling a student to put their skills into practice and develop an early appreciation of employment opportunities and attributes necessary for enhanced employability. Assessment within the Foundation Year had been designed to prepare a student for the assessment to come in following years. As such, it demonstrates a breadth of type and gradual introduction to the expectations of HE level study.

During each stage of their programme a student will be allocated an academic personal tutor. Within the Foundation stage students are supported to adjust to studying at University through spiral induction and embedded academic personal tutoring activities that facilitate the development of skills essential to academic study and professional success.

The BSc (Hons) Equine Business Management programme provides a robust underpinning of business principles coupled with a sound knowledge of the equine and wider equine industry. Students benefit from being exposed to developments in wider sport and commercially related business management approaches, bringing wider best practice to the equine context. Novel assessments are incorporated in order to equip and develop transferable skills that are desirable to the employer upon graduation. Optional modules allow students to specialise and tailor their programme to specific areas and career interests within the equine industry or outside it.

This programme incorporates the opportunity to either complete a work placement or study abroad period, allowing students to observe and to put theory into practice. This approach allows students to gain valuable experience, which in turn enhances their employability.

Students may have the opportunity of studying abroad for a semester as part of their stage 2, with Van Hall University of Applied Sciences in the Netherlands. Students will go through a competitive application and selection process for this opportunity to study at the Larenstein Campus, which teaches in English. Students will benefit from studying a combination of modules enabling them to experience the Dutch Equine Industry through Van Hall's excellent links with local, regional and national organisations. They will experience a different culture, living and studying abroad and gain insights into business and work practices internationally. Alternatively, students may identify an alternative study abroad opportunity that they wish to experience. They will have to demonstrate that this opportunity will add to their graduate attributes and skills and future career opportunities before it is considered suitable for use towards international academic study modules.

As students progress to stage 3, the assessments are designed to simulate real-life business challenges in order to ensure that graduates can deal with change, present themselves confidently and be able to produce creative media content. Academic knowledge and understanding 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.

Part 5: Learning, Teaching and Assessment

Overall, the programme combines the development of commercial business awareness alongside underpinning equine knowledge via teaching, research and practical skills to develop a graduate who can make an effective contribution to positively challenge and influence business practice. 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 offers the opportunity for students to undertake an approved Exchange Programme, for an agreed period (one/two semesters), of overseas study at a higher education institution studying modules appropriate to their programme aims and which have been pre-approved by the Programme Manager. The Exchange Programme is dependent on an approved agreement between the institution and an approved International Institution for BSc (Hons) Equine Business Management.

Those students that successfully undertake a study abroad semester at Van Hall University of Applied Sciences in the Netherlands can achieve up to 60 credits of level 5 Collaborative Scheme Credit. To gain 60 credits the students must enroll and successfully complete a pre-approved combination of modules that must include some credits which are at least level 5. If students do not successfully complete all the pre-approved modules then they will gain Collaborative Scheme Credit equivalent to the study credits achieved as part of this study abroad experience. Collaborative Scheme Credit enables credits to be achieved and these credits contribute to the achievement of an award. These credits will not have marks attributed to them.

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.

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
Core Modules Stage 0	Academic Literacy for University Studies							A (100) Graduate Skills Logbook	
	Professional Development in Practice			A (100) Industry Experience Portfolio					
	Exploring Current Concepts	A1 (20) Coursework A2 (80) Essay Based on a Case Study							
	Equine Studies				A (50) Written Examination				B (50) Group Oral Presentation with Questions, individually marked
	Business Enterprise and Management	A (50) Essay							B (50) Group Oral Presentation with Questions, individually marked
Core Modules Stage 1	Equine Structure and Function					A (100) Test Series			
	Professional Development and Influence within the Equestrian Sector			B (60) Reflective Portfolio					A (40) Group Oral Assessment with a group mark
	Understanding Business Economics and Financial Information				B (50) Open-Material Written Examination				A (50) Group Oral Presentation with Questions individually marked

	Introduction to the Principles of Marketing								A (100) Group Poster Defence individually marked
	Equestrian Project Management			B (50) Reflective Portfolio					A (50) Group Oral Presentation with Questions individually marked
	Equine Industry					A1 (50) Test A2 (50) Test			
Core Modules Stage 2	Professional Placement Experience in the Equestrian Sector							A (100) Practical Assessment Series	
	Equestrian Research in Professional Practice			A (100) Coursework Portfolio					
	Equestrian Media Relations			A (100) Coursework Portfolio					
Optional Modules Stage 2	International Stud Management								A (100) Group Oral Presentation with Questions individually marked
	Equestrian Event Management and Fundraising		B (75) Project Report						A (25) Poster Presentation
	Equine Performance	A (100) Essay Based on a Case Study							
	Accounting Information for Business		A (100) Case Study Report						
	Equine Musculoskeletal Diagnostics					B (25) Test		A (75) Practical Skills Assessment	
	Applied Equine Nutrition								A (100) Oral Presentation with Questions
	Human Resource Management	B (50) Coursework						A (50) Group Practical Skills Assessment individually marked	
	International Academic Study Portfolio			A (100) Coursework Portfolio					

	International Academic Study Project			B (75) Coursework Portfolio					A (25) Oral Presentation with Questions
	International Academic Study Extended Project			B (75) Coursework Portfolio					A (25) Oral Presentation with Questions
Placement Year	Integrated Placement Year			A (100) Industry Experience Portfolio					
Core Modules Stage 3	Undergraduate Dissertation		A (100) Project Report						
	Sales, Negotiation and Customer Service								A (100) Oral Assessment with Questions
	Creating Equestrian Content for Media Platforms		A (100) Project Report						
	Sustainability and Global Responsibility within the Equestrian Sector		B (75) Report						A (25) Oral Presentation with Questions
Optional Modules Stage 3	Equine Nutrition for Performance					A (100) Case Study Test			
	Sports Sponsorship and Brand Development								A (100) Group 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:	BSc (Hons) Equine Business Management
Programme Code:	BSHEEBMX
Initial Approval Date:	16 July 2024

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

Current version number: 1.0	
Outline Change Details: Part 1 and 3 reference to Level 4 has been removed from the interim awards. Part 3, 4 and 5 New module new module HSPVSX-30-4 Understanding Business Economics and Financial Information replaces HSPV5V-15-4 Understanding Business and Financial Information and HSPV5Q-15-4 Understanding the Business and Economic Environment as core Level 4 / Stage 1 modules. Part 5 assessment for Accounting Information for Business has had the Coursework element removed and the Case Study Report, component A increased to 100%	
Do the changes presented alter the mapping against the Hartpury University Curriculum Framework (delete as appropriate)? Yes If yes, please provide the details of the changes: Mapping updated to reflect changes	
Material Alteration: Yes and is accompanied by the relevant course information document.	
Rationale: Changes made in line with the academic regulations Changes made in line with those that have been made as part of the Sport PSR.	
Change requested by: Rachel Collins / I can confirm that student representatives have been consulted about this change / I can confirm that colleagues impacted by this change have been consulted / I have retained evidence of these consultations, which will be summarized within the Programme Enhancement Report	
Signature: R Collins	Date: 25/2/25
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;	
Signature: 	Date: 11/03/25
Approval Committee and Date:	CVC Chair's action (SD) 2025 04 07
Change approved with effect from:	01 September 2025
Resulting new version number:	1.1

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

