

Programme Specification

Part 1: Basic Data

Primary Programme Title	BSc (Hons) International Horseracing Business		
Target Award Titles	Mode and Typical Duration of Study	Professional Accrediting Body Links	Study Abroad / Exchange / Credit Recognition
BSc (Hons) International Horseracing Business	Stage 0 entry: Full time 4 years, Part time 8 years Stage 1 entry: Full time 3 years, Part time 6 years	None	None
BSc (Hons) International Horseracing Business 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	None
Interim Award Titles	BSc International Horseracing Business BSc International Horseracing Business with integrated placement year BSc Equine Studies BSc Equine Studies with integrated placement year Diploma of Higher Education in Horseracing Business Diploma of Higher Education in Equine Studies Certificate of Higher Education in Horseracing Business Certificate of Higher Education in Equine Studies 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	Stage 0 and Stage 1 entry: BSHEIHBX		
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	01 September 2030
Amendment Approval Date	V1.1 – 7 April 2025	Approved With Effect From	V1.0 – 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) 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.

Graduates of BSc (Hons) International Horseracing Business with integrated placement year have been exposed to theory and practice relating to the commercial 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 a greater depth of self-awareness alongside an understanding of the importance of effective customer services to deliver a positive consumer experience, which will enable graduates to network, negotiate and delegate successfully whilst being able to effectively work as part of a professional team. 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 commercial principles which have been applied to the global sport of horseracing 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.

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 HANVRR-15-3 Exploring Current Concepts HEQVSC-30-3 Equine Studies 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	HEQVKJ-15-4 Equestrian Project Management HEQV7U-30-4 Introduction to the Horseracing Industry 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 Horseracing Business</u> This must include HEQV7U-30-4.

	HEQVFB-30-4 Professional Development and Influence within the Equestrian Sector HSPVSX-30-4 Understanding Business Economics and Financial Information		<u>Certificate of Higher Education in Equine Studies</u>
	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 HEQVKH-15-5 + The International Horseracing Industry	HSPV5W-15-5 Accounting Information for Business HEQVDQ-15-5 Equestrian Event Management and Fundraising HSPV5T-15-5 Human Resource Management HEQVLX-15-5 International Stud Management HSPXS6-15-5 Study Trip	<u>Diploma of Higher Education in Horseracing Business</u> This must include HEQV7U-30-4. <u>Diploma of Higher Education in Equine Studies</u>
	To progress to stage 3 you must achieve at least 210 credits from stages 1 and 2.		
Optional Placement Year	HANVK6-15-5 Integrated Placement Year		
Stage 3	HEQV7Q-15-6 + Horseracing, Governance and Law HEQVML-15-6 + Sustainability and Global Responsibility within the Equestrian Sector HEQVKT-45-6 + Undergraduate Dissertation	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	<u>BSc Equine Studies</u> <u>BSc Equine Studies with integrated placement year</u> This must include HANVK6-15-5. <u>BSc International Horseracing Business</u> This must include HEQV7Q-15-6 and HEQVML-15-6. <u>BSc International Horseracing Business with integrated placement year</u> This must include

		Strategic Management	<p>HEQV7Q-15-6, HEQVML-15-6 and HANVK6-15-5.</p> <p><u>BSc (Hons) International Horseracing Business</u> This must include all core modules.</p> <p><u>BSc (Hons) International Horseracing Business with integrated placement year</u> This must include all core modules and HANVK6-15-5.</p>
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Part time:

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

Part 4: Programme Learning Outcomes	
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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.

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	Introduction to the Horseracing Industry	Equestrian Project Management	Understanding Business Economics and Financial Information	Introduction to the Principles of Marketing	Professional Placement Experience in the Equestrian Sector	Equestrian Research in Professional Practice	The International Horseracing Industry	Equestrian Media Relations	Equestrian Event Management and Fundraising	International Stud Management	Accounting Information for Business	Human Resource Management	Study Trip	Integrated Placement Year	Undergraduate Dissertation	Sustainability and Global Responsibility within the Equestrian Sector	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
A) Knowledge and Understanding of: 1. Strategic business planning, implementation and evaluation of resources to meet organisational needs in the horseracing industry. 2. Sustainability & Global Responsibility in the Equine Sector. 3. Principles of commercial (horseracing) business management.					B	B	B		B		B		B		B				A		B			
					B			B					B	B	B			A	B		B		B	
		B							B			B	B						A					

4. The moral, social and ethical issues related to horseracing business management.		B						A					B	B	B				A						
5. Media relationships in horseracing and the impact upon the reputation of the industry	B	B						B	A										A						B
6. Theories, concepts and commercial skills that can be used to address challenges associated with global horseracing business management.	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B				B	A	B	B			B
B) Intellectual Skills																									
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.				B			A			B		B	B	B			A		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.		B		B				B				B	B	B	B				A	A					B
C) Performance and Practice																									
1. Demonstrate elements of personal responsibility and professional codes of business practice				B	B	A		B		B		B							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				B			B					B	B	B				A	B		B			B	
3. Communicate confidently in order to network effectively, demonstrate good customer		B						B				B	B					A	A						B

service and sell oneself effectively in a professional manner.																							
4. Apply appropriate statistical, analytical and evaluating techniques to data to draw justified conclusions to a research question.		B						B				B	B	B		A		B					
5. Be able to debate wider ethical, social and environmental implications in the global horseracing industry.	B	B		B				B				B	B				A	A					
6. Relate to and cooperate with others in contributing to group goals.	B							B			B		B				A					B	B
D) Setting, Personal and Enabling Skills																							
1. Develop a reflective philosophy when analysing personal effectiveness and consider personal wellbeing, management and development	B		B	B	B	A	B				B				B	B	A		B				
2. Recognise strengths and weaknesses, including their own, and give and receive constructive feedback in relation to set tasks.	B					A	B				B	B	B		B			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.			B	B	B	B	B	B			B				B			A	B		A	B	B

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

On the BSc (Hons) International Horseracing Business (IP) 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. During each stage of their programme a student will be allocated an academic personal tutor.

Teaching is a mix of scheduled, independent and placement 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.

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.

Stage One of the programme aims to establish a foundation level of knowledge and understanding of theoretical concepts relating to business, sports management and horseracing across a range of key modules. The broader business context of international racehorse management and the different facets that make up the global racing industry are also integrated into delivery. Students' academic and vocational skills are developed through a combination of classroom, practical and industry-based delivery including attendance at workshop sessions. Teaching will be supported by a variety of industry speakers and off-site trips (locally and further afield) to; racecourses, studs, race yards, racehorse re-training centres and the town of Newmarket (known as the "home of horseracing").

Stage Two takes the fundamental knowledge students have learned in their first year and builds on this by its application to modules of choice enabling students a degree of autonomy over study direction and specialism. Further opportunities of industry speakers and off-site trips will be provided as an integral part of programme to develop students' understanding of the global and dynamic nature of the racing / bloodstock industry. Applied assessment approaches and the enhanced recognition and development of transferable skills help to support further study and support employment in the racing stable environment. Students will also have the opportunity to complete a short placement at a business of choice, for example, race yard, racecourse (office or on-course), racehorse therapy yard or onsite at Hartpury's commercial on-site businesses such as the Equine Therapy Centre or International Equestrian Competition Centre.

At the end of Stage Two, students are encouraged to draw upon Hartpury's extensive industry connections and spend time out in the racing or the wider equine industry via the integrated one-year work placement (which is an optional component of this programme). This provides an excellent opportunity for students to apply theory to practice and to develop valuable industry skills and networking contacts.

Stage Three of the degree enables students to have a high degree of autonomy over study direction and specialism. The governance of the global horseracing industry is explored in

Part 5: Learning, Teaching and Assessment

greater detail and 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

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	Professional Development in Practice			A (100) Industry Experience Portfolio					
	Academic Literacy for University Studies							A (100) Graduate Skills Logbook	
	Equine Studies				B (50) Written Examination				A (50) Group Oral Presentation with Questions, individually marked
	Exploring Current Concepts	A1 (20) Coursework A2 (80) Essay Based on a Case Study							
	Business Enterprise and Management	A (50) Essay							B (50) Group Oral Presentation with Questions, individually marked

Core Modules Stage 1	Introduction to the Horseracing Industry	B (75) Essay							A (25) Oral Presentation with Questions
	Professional Development and Influence within the Equestrian Sector			B (60) Reflective Portfolio					A (40) Group Oral Assessment, with a group mark
	Equestrian Project Management			B (50) Reflective Portfolio					A (50) Group Oral Presentation with Questions, individually marked
	Understanding Business Economic 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
Core Modules Stage 2	The International Horseracing Industry	B (50) Essay							A (50) Group Oral Presentation with Questions, individually marked
	Professional Placement Experience in the Equestrian Sector							A (100) Practical Assessment Series	
	Equestrian Media Relations			A (100) Coursework Portfolio					

	Equestrian Research in Professional Practice			A (100) Coursework Portfolio					
Optional Modules Stage 2	Equestrian Event Management and Fundraising		B (75) Project Report						A (25) Poster Presentation
	International Stud Management								A (100) Group Oral Presentation with Questions, individually marked
	Accounting Information for Business		A (100) Case Study Report						
	Human Resource Management	B (50) Coursework						A (50) Group Practical Skills Assessment, individually marked	
	Study Trip								A (100) Group Oral Presentation with Questions, individually marked
Optional placement year	Integrated Placement Year			A (100) Industry Experience Portfolio					
Core Modules Stage 3	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						
Optional Modules Stage 3	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).

Approved Programme Amendment Log

Primary Programme Title:	BSc (Hons) International Horseracing Business
Programme Code:	BSHEIHBX
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 titles 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 Coursework removed and 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 document has been changed to reflect changes.	
Material Alteration: Yes and is accompanied by the relevant course information document.	
Rationale: Change made in line with Hartpury Academic Regulations Changes made in line with those that have been made as part of the Sport PSR.	
Change requested by: (Name) / 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: RCollins	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