

**CDA4 Programme Design Template
Module specification (with KIS) 2014-15**






CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Business Management for the Equine Industry				
Module Code	UIEV4J-15-3	Level	3	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Hartpury	Field	Equine Science		
Department	Equine	Module Type	Standard		
Contributes towards	BA (Hons) Equine Business Management BA (Hons) Equine Business Management (SW) BSc (Hons) Equine Management (Top-up)				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
Valid From	01 September 2015		Valid to	01 September 2021	

CAP Approval Date	12 January 2015
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> Critically appraise the structure of the equine industry in the UK in comparison to other countries and the wider sporting industry. (A) Critique the role and scope of governing bodies and other industry-relevant organisations in relation to the distribution of power. (A) Utilise business theory to critically evaluate the performance of businesses within the UK equine industry. (A) Independently interpret industry literature and statistics in order to present findings to justify proposed methods to improve business performance within the UK equine industry. (A)
Syllabus Outline	<p>This module focuses on the application of the theoretical aspects of various business models used within the equine industry, exploring the individual disciplines and governing bodies in relation to the wider sporting industry.</p> <ul style="list-style-type: none"> The equine industry: structure of the industry; core and ancillary trades;

	<ul style="list-style-type: none"> distribution of power; identification of governing bodies Business opportunities: analysis of the business environment within the equine industry; career progression; small business start up Business theory: application of human resource management; marketing; finance; strategy and policy within the equine industry 																																			
Contact Hours	<p>Indicative delivery modes:</p> <table border="0"> <tr> <td>• Lectures, guided learning, seminars, etc.</td> <td style="text-align: right;">33</td> </tr> <tr> <td>• Self directed learning</td> <td style="text-align: right;">3</td> </tr> <tr> <td>• Independent learning</td> <td style="text-align: right;">114</td> </tr> <tr> <td>TOTAL</td> <td style="text-align: right;">150</td> </tr> </table> <p>Within the context of this module contact time with staff includes all forms of scheduled contact such as lectures, seminars. Contact time may also consist of virtual contact via e mail and the use of virtual learning environments (VLE's).</p>	• Lectures, guided learning, seminars, etc.	33	• Self directed learning	3	• Independent learning	114	TOTAL	150																											
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Teaching and Learning Methods	<p>A variety of learning strategies will be adopted including scheduled learning, where students will receive theoretical underpinning knowledge and will develop skills to apply theory into practise.</p> <p>It is expected that for every hour a student spends within a delivered session (lectures, seminars and practicals) students will spend at least twice this amount of time on independent learning. Independent learning is an essential component of degree level study and students will not be able to complete the module successfully without undertaking the required amount of independent learning.</p> <p>Scheduled learning includes lectures, seminars, tutorials, demonstration, practical classes and workshops; external visits; supervised time in a laboratory and guest speakers.</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.</p> <p>Virtual learning environment (VLE): this specification is supported by a VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.</p>																																			
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;"></td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p>	Key Information Set - Module data										<i>Number of credits for this module</i>				15						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150					
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Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

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:			
Written exam assessment percentage		100%	
Coursework assessment percentage		0%	
Practical exam assessment percentage		0%	
			100%

Reading Strategy

Essential readings
Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be required to purchase a set text, be given a print study pack or be referred to texts that are available electronically or in the Library. Module guides will also reflect the range of reading to be carried out.

Further readings
Further reading will be required to supplement the set text and other printed readings. 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 search, 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 their academic literature.

Access and skills
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.

Indicative Reading List

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms, including the module guide.

Books

Bass, B. and Riggio, R. (Current Edition) *Transformational Leadership*. London: Lawrence Erlbaum Associates.

Hersey, P. and Blanchard, K.H. (Current Edition) *Management of Organisational Behaviour: Utilising Human Resources*. Englewood Cliffs: Prentice Hall.

Journals

Journal of Business Research

International Journal of Voluntary and Non-profit Organizations

	<p>Sport Management Review</p> <p>Non-profit Management & Leadership</p> <p>Sports Business Management</p> <p>Managing Leisure</p> <p>International Journal of Research in Marketing</p> <p>Qualitative Market Research: An International Journal</p> <p>Websites</p> <p>British Horse Industry Confederation http://www.bhic.co.uk/</p> <p>British Equestrian Federation www.bef.co.uk</p> <p>The British Horse Society www.bhs.org.uk</p> <p>LANTRA http://www.lantra.co.uk/Equine/</p>
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Part 3: Assessment	
Assessment Strategy	<p>The open book case study examination of 2.5 hours will allow students to apply their research and knowledge of a given case study to various scenarios. It will also allow the student to explore the wider contexts of industry or other sports through critiquing available literature and industry statistics.</p> <p>In line with the College's commitment to facilitating equal opportunities, 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	Open Book Case Study Examination	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	0%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Open Book Case Study Examination (2.5 hours)	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Open Book Case Study Examination (2.5 hours)	100%	
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.		