

Programme Specification 2011 Intake

Section 1. Basic Data:

Awarding institution/body	University of the West of England
Teaching institution	Hartpury College
Faculty responsible for programme	Hartpury
Programme accredited by	
Highest award title	BA (Hons) Equine Business Management
Default award title	
Interim award title	BA Equine Business Management DipHE Equine Business Management CertHE Equine Business Management
Modular Scheme title	Undergraduate Modular Scheme, Hartpury College
UCAS code	BUWE B80 DN42A
Relevant QAA subject benchmarking group(s)	Agriculture, forestry, agricultural sciences, food sciences and consumer sciences
On-going	
Valid from (insert date if appropriate)	September 2011
Authorised by: Rosie Scott	Date: June 2011
Version Code	
8.0	

Section 2. Educational aims of the programme:

Students reading for a BA (Hons) Equine Business Management will develop knowledge and understanding of key business principles within a range of pure and applied modules. Current issues within industry and applied science modules in relation to husbandry, welfare and management requirements of the horse are also integrated to reflect the needs of industry and of society. The programme therefore aims to;

- Provide students with the opportunity to study both business and equine science topics thereby enabling them to enter the equine industry with a combined business and equine background,
- Build on basic scientific principles to develop knowledge and understanding of the horse and other equid species, where this knowledge may be used in an applied context,
- Enable students to acquire knowledge and an understanding of the contemporary business environment to underpin skills used to effective purpose in the management of an equestrian, or other, organisation,
- Provide students with the opportunity to think constructively and critically, discuss and evaluate concepts in business subjects, propose sound and reasoned solutions to problems and show clear development of these skills as a result of the programme,
- Provide students with the knowledge and skills to make confident judgements on the commercial viability and industrial sustainability of an existing or potential equine business operation, with a view to establishing a new business enterprise,
- Enable students to make effective contributions to the commercial development and direction of an equestrian or other operation,
- To allow students to choose from a range of optional modules appropriate to their interests and needs, whilst maintaining a coherent programme of study, according to the philosophy and operation of the University of the West of England's Undergraduate Modular Scheme.
- Provide students with the opportunity to gain and reflect upon feedback provided through both summative and formative assessment to aid the development of skills and knowledge,
- Provide students with the ability to transfer skills to different working environments, forming the foundation for a range of careers to meet the needs of the equine and allied industries,
- Provide students with opportunities to develop knowledge and skills which will enable them to anticipate and adapt to the changing demands of business and society,
- Provide high quality education and professional development, supported by an experienced team of academic staff,
- Ensure students are presented with an opportunity to undertake research in an area of their interest, relating to previous modules of work experience,
- Enable students to progress into postgraduate study or research.

Section 3. Learning outcomes of the programme:

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

A. Knowledge and understanding of:

1. The principles which relate theory to practice in equine studies;
2. Strategic and business planning, implementation and evaluation of resources to meet individual and organisational needs;
3. The purpose and relevance of IT applications within businesses;
4. Principles of modern (equine) business management;
5. Ethical issues in management;
6. Current literature relating to a variety of subjects within the field of equine science;
7. The research process and various methodologies.

Teaching/learning methods and strategies:

During the process of module design the programme teams have referred to the University Learning and Teaching Strategy, the programme incorporates various teaching and learning methods and has attempted to match them to the aims and objectives of the programmes.

Students will engage in *active learning*:

- Lectures;
- Field and laboratory based practicals;
- Visits;
- Demonstrations;
- Tutorials;
- Seminars;
- Group work;
- Role play;
- Self evaluation;
- Interactive learning through the world wide web.

Assessment

There is an element of formative and summative assessment for each of the compulsory and optional modules. Knowledge is tested through written examinations, assessed coursework, oral presentations, portfolio development and practical tasks undertaken in controlled conditions.

B. Intellectual Skills:

1. Communicate effectively in context, orally, on paper and electronically;
2. Communicate quantitative and qualitative information effectively using appropriate formats;
3. Relate to and cooperate with others in contributing to group goals;
4. Recognise strengths and weaknesses, including their own, and give and receive constructive feedback in relation to set tasks;
5. Identify, assess and communicate skills, interests, values and abilities and then reflect on actions and priorities to work effectively to deadlines;
6. Demonstrate awareness and be able to debate wider ethical, social and environmental implications;
7. Produce an extended piece of work which demonstrates a range of critical skills appropriate to the subject in question, and that incorporates a critical ethical dimension;
8. Apply theoretical knowledge to novel situations and challenge received opinion, to formulate a logical argument;
9. Demonstrate confidence in analysing current situations, identifying strengths and weaknesses to develop strategy and identify appropriate solutions to problems;
10. Work in complex and unpredictable contexts;
11. Demonstrate elements of personal responsibility and professional codes of practice.

Teaching/learning methods and strategies:

Intellectual skills are developed through teaching and learning on all of the modules in the programme, but they are emphasised particularly through the compulsory modules.

The assessment strategy for intellectual skills is intended to:

- Consolidate learning;
- Ensure appropriate feedback;
- Strengthen motivation;
- Develop analytical skills.

The programmes are monitored to ensure that assessment in modules:

- Is in relation to outcomes made explicit to students;
- Is based upon the range of strategies through which a student can demonstrate what he or she knows, understands or can do;
- Is based on a range of evidence appropriate to the activity.

Assessment

Principles of assessment will be those as defined by the University through its Academic Procedures and the Modular Assessment Regulations and the University Assessment Strategy document.

<p>C. Subject/Professional/Practical Skills:</p> <ol style="list-style-type: none"> 1. Prepares students for employment in the equine industry; 2. Provides a balance between breadth and specialist training and includes a grounding in applied principles; 3. Develops vocational and practical skills, knowledge and understanding which enable students to be competent to relevant industry standards; 4. Assists students to be adaptable to the changing demands of business and society; 5. Allows students to choose from a range of options appropriate to their needs, while maintaining a coherent programme of study; 6. Students are able to acquire professional qualifications necessary for employment. 	<p>Teaching/learning methods and strategies:</p> <ul style="list-style-type: none"> • Skills are developed through formal teaching, seminars, workshops, and integrated practical sessions in both compulsory and optional modules; • Students carry out self-evaluation through the implementation of the Graduate Development Programme, enabling them to recognise their own development and the skills they have to offer future employers during their study; • Through complementary studies students are able to acquire professional qualifications such as BHS qualifications and general equine management certificates. <p>Assessment Due to the applied nature of the programme a significant proportion of the modules include practical assessments, however, at least 50% of assessment will be carried under controlled conditions</p>
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<p>D. Transferable skills and other attributes:</p> <p>Key skills development and acquisition is mapped onto each module outline.</p> <p>Students are encouraged to develop transferable skills, including:</p> <ul style="list-style-type: none"> • Taking responsibility for their own learning; • Teamwork and time management; • Analysis; • Problem solving; • Data collection; • Communication skills. <p>Extra information technology training is available for all students throughout their study time at the College.</p>	<p>Teaching/learning methods and strategies:</p> <p>The programme has been designed to ensure that the qualities and transferable skills stated in "the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (QAA 2010)" are both taught and assessed in various modules. A transferable skills matrix has been produced to demonstrate where these skills have been integrated into the modular scheme and can be seen in section 4.</p>
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Section 4. Programme structure				
ENTRY ↓		Compulsory modules	Option modules	Interim awards
Level 1		UMA C33-20-1: Understanding Financial Information UMO C9R-20-1: Management & Organisational Behaviour UIE XAG-20-1: Equine Structure and Function	UIE XAB-20-1: Equitation UIN XGD-20-1: Animal Nutrition UIE VAN-10-1: Management of Equestrian Facilities UME D7A-20-1: Global Business Context UIE XAD-10-1: Equine Industry	CertHE Equine Business Management Credit requirements: Requirements: 120 credits at level 0 or above of which not less than 100 are at level 1 or above
		UIE XBC-20-2: Equine Performance UIE XBU-10-2: Equine Event Organisation UMP CNM-20-2: Human Resource Management UFM EFE-20-2: Statistics & Research Methods	UMA D3Y-20-2: Accounting Information for Business UMM D39-20-2: Competing Through Operations UMS CBW-20-2: Entrepreneurship & Small Business UIE XBG-10-2: Applied Equine Nutrition UIE XBH-20-2: Stud Management UIE XBJ-10-2: Introduction to Equine Behaviour UIE XBM-10-2: Equine Therapy 1 UIE XBT-10-2: Equitation Theory UIE XBX-10-2: Equestrian Business Administration UMK C7Q-20-2: Marketing	DipHE Equine Business Management Credit Requirements: Requirements: 240 credits at level 0 or above of which not less than 220 are at level 1 or above and not less than 100 at level 2 or above
		UIE XCF-40-3: Vocational Business Experience UIE XCN-20-3: Business Management for the Equine Industry UMS CC3-20-3:	UIE XCC-10-3: Ethology, Ethics & Welfare UIE XCD-20-3: Analysis of Equestrian Sports UIE XCE-10-3: Equine Therapy 2 UIE XCK-10-3: Equine Behaviour & Psychology UIE XCL-10-3: Equine Nutrition for	BA Equine Business Management Credit Requirements: 300 credits at level 0 or above of which not less than 280 are at level 1 or above, not less than 160 at level 2 or above and not less than 60 at level 3 or above
Level 2				
Level 3I				

	Strategic Management	Performance UIL XFD-20-3: Estate & Facility Management UIL XFE-20-3: Rural Diversification UIS XQK-20-3: Sports Marketing and Sponsorship UIN XKJ-10-3: International Study Reflection	Target award BA (Hons) Equine Business Management Credit Requirements: 360 credits at level 0 or above of which not less than 340 are at level 1 or above, not less than 200 are at level 2 or above and not less than 100 at level 3 or above
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→ GRADUATION

Institution-wide language programme (ILP) module is also validated as part of this programme.

Section 5. Entry requirements:

Applicants must provide evidence which demonstrates to the University's satisfaction that they can benefit from study at honours degree level and are likely to achieve the required standard. Applicants will have achieved five subjects including English, Mathematics and Science at GCSE level and either 240 UCAS Tariff Points or 24 International Baccalaureate points (to include two A2s) or equivalent.

We also welcome applicants from a diverse range of backgrounds who do not have the entry requirements outlined above. The university will consider applicants on the basis of evidence of personal, professional and educational experience which indicates an applicant's ability to meet the demands of an undergraduate degree programme. Applicants with non-standard entry criteria will be reviewed on an individual basis. This will take the form of an individual interview with members of the programme team and possibly the completion of a set task such as a written assignment.

Applicants whose first language is not English must also gain a minimum IELTS score of 6.0 prior to entry onto the programme.

Section 6. Assessment Regulations:

University Assessment Regulations

Section 7. Student learning: distinctive features and support:

The purpose of the programme contained in this submission for validation is to provide a balanced vocational and academic study that is intellectually challenging, vocationally relevant, and provides a foundation for pursuing a career within the equine-related industries.

The programme has been designed to build on the competencies of a wide spectrum of students who should be capable of taking up appropriate positions of responsibility within the varied range of enterprises to be found operating within the equine and allied industries.

In the Honours degree programme, 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 science.

The programme prepares graduates for the future needs of the equine industry in the UK and abroad, the nature of the academic programmes gives students the opportunity to work within the industry during vacation periods which will be encouraged to add to their personal vocational and practical skills in addition to knowledge base.

Overall, 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. 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.

Section 8. Reference points/benchmarks:

QAA Subject Benchmark Statement:

- Agriculture, Forestry, Agricultural Sciences, Food Sciences and Consumer Sciences;
- Code of Practice for the Assurance of Academic Quality and Standards in Higher Education: Placement Learning (QAA 2001);
- The Framework for Higher Education Qualifications in England Wales and Northern Ireland (QAA 2001) Foundation Degree QAA document

Other relevant reference points:

- University Teaching and Learning Policies: University of the West of England Learning and Teaching Strategy (2001)
- University Work-Based Learning Policy: University of the West of England Work-Based Learning Policy (2004)
- Professional and Vocational Interaction: Field of Equine Science Vocational Panel Meetings

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 he/she takes 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 in module specifications. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Administrator.