

MODULE CODE:	UIE XCN-20-3	MODULE VERSION: 1.4
MODULE TITLE:	BUSINESS MANAGEMENT FOR THE EQUINE INDUSTRY	
LEVEL:	3	
UWE CREDIT RATING:	20	
ECTS CREDIT RATING:	10	
MODULE TYPE:	STANDARD	
OWNING FACULTY:	HARTPURY	
FIELD:	Equine Science	
VALID FROM:	28 November 2008	
DISCONTINUED FROM:		
PRE-REQUISITES:	None	
CO-REQUISITES:	None	
EXCLUDED COMBINATIONS:	None	

LEARNING OUTCOMES:

At the end of this module the student should be able to:

- A. *Knowledge and understanding*
 - 1. Evaluate the structure of the Equine Industry in the UK including core and ancillary trades (A, B);
- B. *Intellectual skills*
 - 1. Identify and critically discuss the role of governing bodies and the distribution of power within the UK Equine Industry (A, B);
- C. *Subject/professional and practical skills*
 - 1. Demonstrate suitable application of business theory within an equine practice (B).
- D. *Transferable skills and other attributes*
 - 1. Demonstrate an ability to critically review existing literature and present findings in an appropriate format (A, B).
 - 2. manage own time and prioritise competing tasks in order to complete a set task by a given deadline (B);
 - 3. communicate technical information about areas of current research, or equivalent advanced scholarship, and synthesise and summarise their outcomes, using an appropriate computer package (B);
 - 4. demonstrate the ability to use a wide range of sources, including the internet, electronic journal databases and library catalogues to complete a detailed literature search on a given topic (B);
 - 5. Describe and comment in writing upon particular areas of current research, or equivalent advanced scholarship, in the discipline concisely within a high pressure environment (A)
 - 6. Demonstrate skills necessary for self-managed and lifelong learning (e.g. working independently, time management and organisation skills.
 - 7. Appreciate how issues of sample selection, accuracy, precision and uncertainty can affect the ability to extrapolate research results and the impact that having incomplete information can have on decisions made.
 - 8. Display the potential for competence, behaviour and attitudes required in a professional career by identifying and working towards targets for personal, academic and career development;

SYLLABUS OUTLINE:

The equine industry: structure of the industry; core and ancillary trades; 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

TEACHING & LEARNING METHODS:

A variety of learning strategies will be used which may include lectures, seminars, self directed learning, literature search, case studies, and e-learning

Reading Strategy
Essential Reading

It is essential that students read one of the many texts on research methods available through the Library. Module guides will also reflect the range of reading to be carried out.

Further Reading

Students are expected to identify all other reading relevant to their chosen research topic for themselves. They will be encouraged to read widely using the library catalogue, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely.

Access and Skills

The development of literature searching skills is supported by the Library seminar within the induction period and by the Graduate Development Programme at level three. These level three skills will build upon skills gained by the student whilst studying at levels one and two. Additional support is available through iSkillZone. This includes interactive tutorials on search skills and on the use of specific electronic library resources. Sign up workshops are also offered by the Library.

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 the module handbook.

Warwickshire College. (Current Edition) *Equine business guide*. Moreton Morrell: Warwickshire College.

Barrow, C. (Current Edition) *The complete small business guide a sourcebook for new and small businesses*. Oxford: Capstone Publishing Ltd.

McKenna, E. (Current Edition) *Business psychology and organisational behaviour, a student's handbook*. London: Psychology Press.

DeSilva, C. (Current Edition) *Equine law: an introduction to aspects of law and taxation which impact horse, rider and the small equine business*. Harper Adams University College.

Websites and databases:

<http://www.lantra.co.uk/Equine/>
<http://www.adas.co.uk/equinewelfare/>
<http://www.defra.gov.uk/rural/horses/responsibilities.htm>

The above sources give an indication of the area of study involved. Although students may be directed to some specific titles, they will also be encouraged to identify other relevant material for themselves.

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ASSESSMENT

In line with the College's commitment to facilitating equal opportunities, a student may apply to the Learning Teaching and Assessment Committee (LTAC) 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 Virtual Learning Environment (VLE).

Weighting between components A and B (standard modules only) **A: 50%**
B: 50%

FIRST ATTEMPT

First Assessment Opportunity

Description of assessment elements

Component A	Type	Length	Element Weighting
1	Examination	2 hours	100%
Component B			
1	Written assignment	1500 words	100%

FIRST ATTEMPT

Second Assessment Opportunity

Further attendance at taught classes is not required

Description of assessment elements

Component A	Type	Length	Element Weighting
1	Examination	2 hours	100%
Component B			
1	Written assignment	1500 words	100%

SECOND (or subsequent) ATTEMPT

Attendance at taught classes is not required for a second or subsequent attempt

Specification confirmed by:



Role: Associate Dean

Date: 28/11/08