

## Programme Specification

Part 1: Basic Data			
<b>Awarding Institution</b>	University of the West of England		
<b>Teaching Institution</b>	Hartpury		
<b>Delivery Location</b>	Hartpury		
<b>Study abroad / Exchange / Credit recognition</b>			
<b>Department responsible for programme</b>	Equine		
<b>Programme Title</b>	BA (Hons) International Horseracing Business BA (Hons) International Horseracing Business (SW)		
<b>Professional Statutory or Regulatory Body Links</b>			
<b>Highest Award Title</b>	BA (Hons) International Horseracing Business BA (Hons) International Horseracing Business (SW)		
<b>Default Award Title</b>	None		
<b>Interim Award Titles</b>	BA International Horseracing Business BA International Horseracing Business (SW) DipHE International Horseracing Business Dip HE Horseracing Business Cert HE Horseracing Business Cert Equine Studies		
<b>Mode(s) of Study</b>	FT / SW / PT		
<b>Codes</b>	<b>UCAS: D4N2</b>	<b>JACS:</b>	
	<b>ISIS2: D4N2</b>	<b>HESA:</b>	
<b>Relevant QAA Subject Benchmark Statements</b>	Agriculture, forestry, agricultural sciences, food sciences and consumer sciences; Hospitality, leisure, sport and tourism;		
<b>Last Major Approval Date</b>	23 February 2017	Valid from	01 September 2017
<b>Amendment Approval Date</b>		Amended with effect from	
<b>Version</b>	1.0		
<b>Review Due By</b>	01 September 2023		

## **Part 2: Educational Aims of the Programme**

Students reading for an honours degree in International Horseracing Business will develop knowledge and understanding of key business and commercial principles within a range of pure and applied modules. Current issues within industry are integrated to reflect the needs of industry and of society. Taught modules provide underpinning knowledge and understanding alongside a framework for research, whilst the industry-based modules develop application of core theoretical principles.

The programme therefore aims to:

1. Build on basic scientific principles to develop knowledge and understanding of the commercial horseracing industry and uses this knowledge to study horseracing and allied industries in the context of the present day global environment.
2. Enable students to acquire knowledge and an understanding of the contemporary business environment to underpin skills used to effective purpose in the management and business roles within a commercial horseracing organisation.
3. 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.
4. Enable students to make effective contributions to the commercial development and direction of a horseracing or other operation.
5. Provides students with the ability to transfer skills to different working environments through placement opportunities within the horseracing industry.
6. Give the students the opportunity to design, construct and undertake vocationally relevant research relevant to the field of international horseracing.
7. Provide students with the ability to transfer skills to different working environments, forming the foundation for a range of careers in the commercial horseracing and allied industries.
8. 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.

## **Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)**

Graduates from this programme have been exposed to experience, expertise and practice in and from the commercial horseracing and allied industries. As such, they will have developed a wide range of transferable business skills and commercial acumen alongside the ability to effectively communicate with a wide range of stakeholders. A high level of self-awareness alongside an understanding of the importance of customer service will enable graduates to network, negotiate and delegate successfully whilst being able to effectively work as part of a professional team. This, alongside periods of relevant work placements enables strong application skills of synthesising theory to practice.

### Part 3: Programme Structure

This structure diagram demonstrates the student journey from Enrolment through to Graduation for a typical **full time student**, including:  
 level and credit requirements  
 interim award requirements  
 module diet, including compulsory and optional modules

ENTRY	Year 1	Compulsory Modules	Optional Modules	Interim Awards
		UIEV7U-30-1 Introduction to the Horseracing Industry	None	<u>Cert HE Horseracing Business</u> Requirements: 120 credits at level 0 or above of which not less than 100 are at level 1 or above.  <u>Cert Equine Studies</u> 60 credits at Level 0 or above of which not less than 50 are at Level 1 or above
		UINXM8-30-1 Personal and Management Development		
		UISV5Q-15-1 Understanding Business and Economic Environment		
		UISV5V-15-1 Understanding Business and Financial Information		
		UISV5S-15-1 Introduction to the Principal of Marketing		
UIEV7T-15-1 Academic Skills for the Racing Executive				

Year 2	Compulsory Modules	Optional Modules	Interim Awards
	UISVK5-15-2 Professional Placement Experience	UISXRN-15-2 Event Management and Fundraising	<u>Dip HE International Horseracing Business</u> 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.
	UIEV7V-30-2 The International Horseracing Industry	UISV5R-15-2 The Sport Service Environment	
	UINXU5-15-2 Undergraduate Research Process	UISV5W-15-2 Accounting Information for Business	
		UISV5T-15-2 Human Resource Management	
		UISXRL-15-2 Sport and Hospitality Management	
	UISXS6-15-2 Study Trip		

Sandwich Year: Students can undertake an optional year for work placement in racing or allied industries which can be completed in the UK or abroad and must be equivalent to 40 weeks' worth of work. Examples of sandwich

year placements would include racecourse events management, hospitality, marketing, business management, operations and development executive positions. Students will complete module UINVK6-15-2 as part of their sandwich year.

	Compulsory Modules	Optional Modules	Interim Awards
Year 3	UINV3R-45-3 Undergraduate Dissertation	UISV53-15-3 Sports Sponsorship and Brand Development	<u>Dip HE Horseracing Business</u> 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.
	UIEV7W-15-3 Personal Industry Development Portfolio	UISV54-15-3 Strategic Management	
	UIEV7Q-15-3 Horseracing, Governance and Law	UISV44-15-3 People Leadership and Change	
		UINV3M-15-3 Undergraduate Independent Study	
		UIEV4H-15-3 Contemporary Issues in Equestrian Sport	
		UISV43-15-3 Media, Technology and Communication in Sport	
		UIEV7S-15-3 Sales, Negotiation and Customer Service	

## GRADUATION

## Part 4: Learning Outcomes of the Programme

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

Please note, ticks denote modules which can contribute to achievement of the associated learning outcome.

<b>Learning Outcomes:</b>	Introduction to the Horseracing Industry	Personal and Management Development	Understanding the Business and Economic	Understanding Business and Financial Information	Academic Skills for the Racing Executive	Introduction to the Principals of Marketing	Professional Placement Experience	The International Horseracing Industry	Undergraduate Research Process	Event Management and Fundraising	The Sport Service Environment	Accounting Information for Business	Human Resource Management	Sport and Hospitality Management	Study Trip	Sandwich Year Work Placement	Undergraduate Dissertation	Personal Industry Development Portfolio	Horseracing Governance, Regulation and Law	Sports Sponsorship and Brand Development	Strategic Management	Undergraduate Independent Study	Contemporary Issues in Equestrian Sport	People, Leadership and Change	Media, Technology and Communication in Sport	Sales, Negotiation and Customer Service
<b>A) Knowledge and understanding of:</b>																										
Strategic and business planning, implementation and evaluation of resources to meet organisational needs.		✓					✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The purpose and relevance of IT applications within business.					✓		✓				✓	✓	✓		✓	✓		✓	✓	✓	✓			✓	✓	
Principles of commercial (horseracing) business management.	✓	✓		✓			✓	✓	✓					✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
The moral, social and ethical issues related to horseracing business management.		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓			✓	✓	✓	✓		✓			✓	✓	✓
Current literature relating to a variety of subjects within the field of equine industry/ commercial business practice.		✓			✓	✓	✓	✓		✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓		✓	✓	
Theories, concepts, commercial skills and critical awareness of problems associated with global racing business management.		✓					✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		✓
<b>(B) Intellectual Skills</b>																										
Demonstrate awareness and be able to debate wider ethical, social and environmental implications.		✓			✓		✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Produce an extended piece of work which demonstrates a range of critical skills appropriate to the subject in		✓					✓				✓				✓	✓	✓	✓		✓				✓		

**Part 4: Learning Outcomes of the Programme**

question, and that incorporates a critical ethical dimension.																										
Apply theoretical knowledge to novel situations and challenge received opinion, to formulate a logical argument.		✓				✓	✓	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓
Demonstrate confidence in analysing current situations, identifying strengths and weaknesses to develop strategy and identify appropriate solutions to problems.		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓		✓					✓	✓	
Develop confidence in communication methods in order to network effectively, demonstrate good customer service and sell ones-self effectively in a professional manner.		✓			✓		✓			✓		✓			✓	✓	✓		✓	✓		✓		✓	✓	
<b>(C) Subject/Professional/Practical Skills</b>																										
Prepares students for employment in the commercial horseracing and wider allied industries.	✓	✓		✓		✓	✓	✓	✓				✓	✓	✓	✓		✓	✓		✓		✓	✓	✓	
Provides a balance between breadth and specialist training and includes a grounding in applied principles.		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓		✓	✓		✓	✓	✓	✓		✓	✓		
Assists students to be adaptable to the changing demands of business and society.	✓	✓		✓		✓	✓	✓					✓	✓	✓	✓	✓	✓		✓		✓		✓	✓	
Demonstrate subject specific skills through the application of appropriate statistical, analytical and evaluating techniques to data in order to draw justified conclusions.		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓		✓					✓	✓	
<b>(D) Transferable skills and other attributes</b>																										
Communicate effectively in context, orally, on paper and electronically.	✓	✓		✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Communicate quantitative and qualitative information effectively using appropriate formats.		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓		✓	✓		✓	✓	✓	✓		✓	✓		
Relate to and cooperate with others in contributing to group goals.	✓	✓		✓		✓	✓	✓					✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	
Recognise strengths and weaknesses, including their own, and give and receive constructive feedback in relation to set tasks.		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓		✓					✓	✓	
Identify, assess and communicate skills, interests, values and abilities and then reflect on actions and priorities to work effectively to deadlines.		✓			✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓		✓	✓	✓		✓			

## Part 5: Student Learning and Student Support

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

At Hartpury there is a policy for a minimum average requirement of 15 hours in year one and 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face-to-face activities as described below. In addition, a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

As well as engaging in an extensive strategy of commercial racing industry visits to enable students to experience real world application of theory in practice, including but not limited to visits to racecourses, race meetings, sales and the opportunity to engage in a racing focused study trip.

On the BA(Hons) International Horseracing Business Management programme teaching is a mix of scheduled, independent and placement learning:

**Scheduled learning:** May include lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; and external visits. Scheduled sessions may vary slightly depending on the module choices made.

**Independent learning:** May include 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. Scheduled sessions may vary slightly depending on the module choices made.

**Placement learning:** Will include an optional sandwich year and students may elect to study abroad as part of this programme. By the end of the course these students will have benefitted from completing work experience with opportunities to reflect upon their personal development and improving levels of skills relevant to their programme. This experience will give each student a valuable insight into different aspects of industry (national or international) and may have helped formulate ideas of possible careers available following graduation.

### Description of the teaching resources provided for students

Students can access various resources which are used on a commercial basis by the Therapy Centre on-site at Hartpury. This includes; the overland equine high-speed treadmill, the equine water treadmill, the canine water treadmill and hydrotherapy pool, visiting therapists, and qualified on-site animal therapists. Students will also have the opportunity to engage with placements within the other commercially run faculties on site such as the marketing and the events management team. Alongside this, students will also be able to make use of a network of placements and opportunities supported by the Innovation, Careers and Enterprise team.

In addition, students will engage in an extensive strategy of racing industry visits to enable students to experience real world application of theory in practice, including but not limited to visits to racehorse trainers, race meetings, sales, studs, veterinary practices and the opportunity to engage in a racing focused study trip.

### Description of any Distinctive Features

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 BA (Hons) International Horseracing Business programme provides a robust underpinning of the core business principles coupled with a sound knowledge of the contemporary commercial horseracing industry and applied sports management competencies. Option modules allow students to specialise and tailor their programme to specific areas and career interests within the racing industry or outside it. It is designed to expose students to real-world commercial racing practice, with opportunities embedded at all levels to engage with industry in teaching, observing practice and during study trips. This approach will provide a balanced vocational and academic study that is intellectually challenging, vocationally relevant, and provides a foundation for pursuing a career within racing and other allied industries.

## Part 5: Student Learning and Student Support

This programme also incorporates a compulsory work placement period, allowing students to observe and to put theory into practice. A work based approach allows students to gain valuable relevant work experience, which in turn enhances their employability.

Academic support is provided by the teaching team for each individual module for module specific support needs. Additionally, each student cohort is allocated an academic tutor for the academic year. Students will see their tutor regularly throughout the semester in study skills sessions in smaller groups, and at least twice a semester on an individual basis. The individual tutorials allow students to discuss more specific needs or concerns with their tutor, and allows tutor feedback on academic progress and engagement.

In this Honours degree programme, academic knowledge and understanding will reinforce and support the development of industry and transferable 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 horseracing 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.

## Part 6: Assessment

This programme will be assessed according to the approved regulations.

### Assessment Strategy

Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

The robust business nature of the BA (Hons) International Horseracing Business Programme (IHRB) enables students be exposed to commercial experiences both in and out of the industry to broaden their remit. As such the assessment strategy mirrors the skill-set that a graduate will require in order to succeed in the business arena. The assessment strategy has been designed to mirror real-life experiences in a commercial operation, developing key-graduate attributes of communication, customer service and commercial acumen through the three levels. Through levels one and two students are exposed to a mixture of group and individual assessments, with a bias towards oral and written so that they can be exposed to complex situations and develop their presentation, self-awareness and team-working skills. At level three, students have the opportunity to refine this skill-set in order to produce a graduate who can confidently research in order to effectively network, negotiate and sell under pressure in an individual assessment setting.

The range and types of assessments should measure appropriately students' achievement of the knowledge, skills and understanding identified in the learning outcomes. As part of this programme, students complete a compulsory work placement in their second year of study. Their experiences from this work placement are likely to form the basis for ideas for their dissertation project in their third year of study. The portfolio for the compulsory level one module will combine a number of areas of development, including practical skill development and the enhanced recognition and development of transferable skills. This develops in compulsory level two and three modules in order to ensure a continuing level of self-reflection and development throughout the programme. The inclusion of a range of commercial horseracing industry-focussed assessments across all levels encourages the development of well-rounded graduates from this programme.



## Part 6: Assessment

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.

### Assessment Map

The programme encompasses a range of **assessment methods** and these are detailed in the following assessment map:

#### Assessment Map for BA (Hons) International Horseracing Business; and BA(Hons) International Horseracing Management (SW)

		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
<b>Instructions:</b> Add the Component (A or B) to the appropriate column for each Module Number  If group work please add a 'G' in the box i.e. A(G)  Add further columns as necessary*											
<b>Compulsory Modules Level 1</b>	Introduction to the Horseracing Industry						A (25)	B (75)			
	Personal and Management Development						A (G) (40)				B (60)
	Understanding the Business and Economic Environment						A (G) (50)	B (50)			
	Understanding Business and Financial Information		A (60)	B (40)							
	Introduction to The Principles of Marketing						A (G) (100)				
	Academic Skills for the Racing Executive						A (30)				B (70)
<b>Compulsory Modules Level 2</b>	Professional Placement Experience										A (100)
	Undergraduate Research Process								A (100)		
	The International Horseracing Industry						A (G) (50)	B (50)			
<b>Optional Modules Level 2</b>	Event Management & Fundraising						A (25)	B (75)			
	The Sport Service Environment								A (100)		
	Accounting Information for Business	A (50)							B (50)		
	Human Resource Management				A (75)			B (25)			
	Sport and Hospitality Management						A (25)		B (75)		
	Study Trip						A (G) (100)				
<b>Optional Year</b>	Sandwich Year Work Placement										A (100)
<b>Compulsory Modules Level 3</b>	Undergraduate Dissertation									A (100)	
	Personal Industry Development Portfolio						A (25)				B (75)
	Horseracing, Governance and Law		A (100)								
<b>Optional Modules Level 3</b>	Sports Sponsorship and Brand Development						A (G) (100)				
	Strategic Management							A (100)			
	Undergraduate Independent Study								A (100)		
	Contemporary Issues in Equestrian Sport						A (25)	B (75)			

## Part 6: Assessment

People, Leadership and Change						A (25)	B (75)			
Media, Technology and Communication in Sport							B (50)	A (50)		
Sales, Negotiation and Customer Service						A (100)				

\*Assessment should be shown in terms of either **Written Exams**, **Practical exams**, or **Coursework** as indicated by the colour coding above.

## Part 7: Entry Requirements

The Institution's Standard Entry Requirements apply and:  
Applicants will have achieved entry criteria appropriate for the year of entry, which can be found through the Hartpury website ([www.hartpury.ac.uk](http://www.hartpury.ac.uk)).  
Applicants must provide evidence which demonstrates 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 Grades A-C or above, or equivalent, and current UCAS Tariff Points (including a biological science), or equivalent.  
We also welcome applicants from a diverse range of backgrounds who do not have the entry requirements outlined above. Applicants will be considered 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. Where appropriate experience or learning has been gained prior to enrolment on the programme RPL/RPEL may be possible.

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

## Part 8: Reference Points and Benchmarks

Description of **how** the following reference points and benchmarks have been used in the design of the programme:

### **QAA UK Quality Code for HE**

Has been used to define the minimum level of achievement that students need to achieve to succeed on this programme and achieve the qualification. It has also been used to inform the academic quality of the programme and enhance the quality of the learning opportunities and the assessment methods used to measure achievement on the programme.

### **Relevant subject and qualification benchmark statements (Agriculture, horticulture, forestry, food and consumer sciences);**

Work based and Placement Learning (QAA 2007)) have informed the characteristics of the subject matter and curriculum development of the programme, the programme learning outcomes and the attributes that a graduate of this programme should be able to demonstrate.

### **Relevant subject and qualification benchmark statements (Sports Science & Hospitality, Leisure, Sport and Tourism)**

Have informed the characteristics of the subject matter and curriculum development of the BA (Hons) International Horseracing Management, the programme learning outcomes and the attributes that a graduate of this programme should be able to demonstrate.

### **Relevant subject and qualification benchmark statements (General Business & Management QAA Benchmark statements 2007)**

The three key strands of these statements have been integrated throughout the BA (Hons) International Horseracing Management strand:

- 1 Study of organisations, their management and the changing external environment in which they operate.
- 2 Preparation for and development of a career in business and management.
- 3 Enhancement of lifelong learning skills and personal development to contribute to society at large.

## Part 8: Reference Points and Benchmarks

### ***University of the West of England 2020 Strategy and Hartpury 2020 Strategy***

These have been used in designing this programme to ensure that the programme is: learning-centred; underpinned by sound health and safety practices and informed by research and professional practice; inclusive, flexible and accessible, exemplified in particular by the part-time and accelerated study routes; and, provides a diverse assessment diet. Furthermore, the programme aims to produce graduates who: know and value themselves as open-minded, reflective and inter-dependent learners, and participants, employees, self-employed professionals and entrepreneurs in global settings and as global citizens; and, reflect on their own learning and practice, who value others as collaborators in their learning and its exchange.

Assessment within the programme: is an integral part of a dynamic learning and teaching process and not separate from it; plays a key part in the rigorous setting and maintaining of academic standards; provides all students with the entitlement to parity of treatment; makes no distinction between different modes of study; ensures that progression is achieved by credit accumulation and the completion of pre-requisites and co-requisites; recognises different module learning in different forms of assessment; and, affords students the maximum opportunity to demonstrate their knowledge, skills, competencies and overall strengths through a variety of assessed activities.

#### *Staff expertise and research:*

Hartpury staff have a number of years of industry experience and remain active in key areas of the agricultural industry. The proposed modules for the International Horseracing Business programme are based on well-established teaching areas within the Associate Faculty. All modules will be taught by staff who are either research, industry or consultancy active, or actively engaged in scholarly activity, and who bring their current experience to bear on their teaching. All research is encouraged and supported through the college's Research Committee.

#### *Employer interaction/feedback:*

Feedback has been sought from a range of employers within the commercial horseracing sector. These industry panel discussions centred on the purpose of the programme and the skills and knowledge needed to ensure the programme is current and relevant to employers. Industry employers were also included on the periodic curriculum review

Feedback was also sought on the programme from current students, graduates and liaison with the Business Subject area and the Equine Subject Area teams.

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, available on the Institution's website.