



Programme Information Sheet
**BSc (Hons) Business Management for the
Equine Industry**
Full-Time (3 years)



Programme Title: BSc (Hons) Business Management for the Equine Industry

Awarding Body: Royal Agricultural University

Location of Study: Bishop Burton College, Beverley

Programme Aims

This programme provides an in-depth specialist business understanding of the equine industry with a thorough study of business management and operations procedures. An underpinning study of the principles and practice of horse management provides complete industry relevance, providing essential in depth understanding of equine anatomy, behaviour and exercise physiology with optional modules in nutrition and equitation.

Graduates will be able to demonstrate knowledge and understanding of organisations, the business environment and operations and management practices, gaining valuable application opportunities within our excellent equine commercial enterprises.

Modules

- Year 1:** Students are provided with introduction to business with the Fundamentals of Business and Introduction to Sales and Marketing modules as well as getting experience with our commercial enterprises in Equine Industry and Event Management. Students gain valuable underpinning science of the horse in Equine Anatomy & Physiology and Equine Health and Husbandry, with options to take either Equitation (riding assessment required) or Equine Nutrition. Students are prepared for study with a module in Academic and Research Skills.
- Year 2:** Subjects develop on the first year incorporating valuable topics such as Equine Exercise Physiology and the option of Equine Behaviour and Welfare or Advanced Equitation (Equitation is prerequisite). Valuable transferable skills are gained in Entrepreneurship and Equine Resource Technology and Research Methods and Analysis. Students being to explore specialist business modules with Equine Law, Human Resource Management and Financial Management and Planning.
- Year 3:** Students undertake an independent research module to produce a Dissertation in their final year of study on a topic of their choice. Students undertake a range of modules including Equine Operations Management, Equine Marketing Management, Strategic Management and Strategic Human Resource and Leadership Management.

Programme Structure

| Level 4 | | Level 5 | | Level 6 | |
|---|--|---|--------------------------------|--|------------|
| Semester 1 | Semester 2 | Semester 1 | Semester 2 | Semester 1 | Semester 2 |
| Academic & Research Skills (20) | | Research Methods & Analysis (20) | | Dissertation (40) | |
| Equine Anatomy & Physiology (20) | | Equine Exercise Physiology (20) | | Strategic Management (20) | |
| Health and Husbandry (10) | Introduction to Sales and Marketing (10) | Entrepreneurship & Equine Resource Technology (20) | | Strategic HRM and Leadership Management (20) | |
| Fundamentals of Business (20) | *Equitation or Equine Nutrition (20) | *Advanced Equitation or Equine Behaviour & Welfare (20) | Human Resource Management (20) | Equine Marketing Management (20) | |
| Equine Industry and Event Management (20) | | Financial Management & Planning (10) | Equine Law (10) | Equine Operations Management (20) | |

*Elective modules (Equitation and Advanced Equitation) are subject to riding assessments to ensure students are equivalent to BHS Stage II.

Timetables

The programme is structured over two 15 week semesters commencing in September 2018, including a final assessment week. The units of learning are arranged in modules of 10 or 20 credit value (equivalent to 100/200 hours of study) with a 40 credit independent study Dissertation module in the final year of the programme. A full-time schedule allows students to study 120 credits at each level/ academic year.

Scheduled contact time is approximately 13 hours a week to include lectures, seminars, practical sessions and academic development sessions, usually over 3 working days from 9am (evening teaching may be included at times until 8pm). Wednesday afternoons are reserved for sport and other extra-curricular activities.

Students are also expected to carry out a significant amount of private study (at least 25-30 hours a week) in addition to timetabled hours. Independent study includes reading around the subject, preparing for tutorials and seminars, preparing for, and completing, module assessments and revision for examinations; forming an essential part of a student's learning journey.

Timetables are provided during enrolment onto the programme.

| Timetables | Scheduled contact (classroom) (%) | Placement (%) | Independent (%) |
|------------|-----------------------------------|---------------|-----------------|
| Year 1 | 29 | 0 | 71 |
| Year 2 | 30 | 0 | 70 |
| Year 3 | 21 | 0 | 79 |

Assessment Method

Assessment includes; written assignments, practical demonstrations, portfolios, scientific reports, group or individual presentations and examinations. Many of the modules contain a mixture of assessment types, with a few modules including one type of assessment. Students are provided with formative assessment opportunities prior to submission of summative assessments.

| Assessments | Written Examination (%) | Practical Examination (%) | Coursework (%) |
|-------------|-------------------------|---------------------------|----------------|
| Year 1 | 23 | 20 | 57 |
| Year 2 | 37 | 8 | 55 |
| Year 3 | 15 | 10 | 75 |

Facilities, Resources and Equipment

- ✓ Excellent equine facilities including Bishop Burton Arena, Therapy Centre with Water Treadmill, CET Equine Spa, Solarium and Zamar, Rider Fitness & Performance suite, 2 indoor arenas, 3 outdoor arenas, stabling for over 100 horses.
- ✓ Commercial equine centre hosts extensive range of competitions, demonstrations and clinics, and is a BHS training and examination centre.
- ✓ Additional facilities include Science Centre, IT suites, HE learning resource centre and brand new learning resource centre
- ✓ Online Virtual Learning Environment (VLE) used to enhance and facilitate teaching and independent learning on all programmes.
- ✓ Guest lectures and demonstrations from a range of visiting speakers.
- ✓ Experienced staff with both academic and industrial experience.
- ✓ Use of specialist equipment including Quintic Gait Analysis software, FLIR Thermal Imaging cameras, Polar Heart Monitors, Telerein Rein Tension Gauges, Noldus Observe XP software and extensive laboratory based equipment.
- ✓ Elective modules at Level 4 and 5 to tailor your degree to your career aspirations.



Support

- ◆ A dedicated Health & Welfare Officer to provide pastoral care, emotional support and refer students for counseling if applicable.
- ◆ A Disability Officer based in the LRC to co-ordinate study skills tutors and assessment for DSA entitlements
- ◆ Access to Student Services team, offering support and guidance on financial issues and hardship funds

Entry Qualifications

| | |
|-------------------|----------------|
| A Levels: | 80 UCAS points |
| Extended Diploma: | MMP |
| Access to HE: | Merit |

All applicants need an **appropriate academic / employment reference**. Mature applicants with life experience will also be considered subject to the completion of an admissions assignment. International students will be required to have IELTS Level 6. Knowledge and understanding of equitation to BHS stage 2 is required for this course for the elective Equitation modules.

Application Information

| | |
|---------------|--|
| Through UCAS: | www.ucas.com |
| College Code: | BISH B37 |
| Course Code: | N2D4 |

Programme fees and associated costs

Programme tuition fees for 2018 entry are £9000 per year for UK students. Students will need to buy a white college laboratory coat for laboratory practicals available via the college online shop. Practical yard equipment required includes; riding hat (PAS015), gloves, boots, dark trousers/ jodhpurs, coat and grooming kit. Students will need to purchase stationary, text books, additional qualifications and transport to and from college. Trips and short courses may also be offered at extra cost. A body protector (BETA Level 3) is also required for those students taking the optional equitation modules.

Bishop Burton College offers an Employability Bursary, students enrolled on programme can apply for support with their employability for up to £300, and this can aid completion of industry relevant qualifications alongside the main degree programme of study.

Graduate Careers and Opportunities

Students graduating from this course could follow careers in the equine industry as sales executives, journalists, racing administrators, operations managers, marketing officers and event coordinators. Positions also available to graduates include business administrators, bloodstock agents, lecturers, researchers and opportunities in equine insurance.

Many graduates continue their education and may progress to other areas of study or undertake postgraduate research at either Masters or Doctoral level.

Contact

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