

# Programme Specification

**BSc (Hons) International Equine and Agricultural Business  
Management  
&  
BSc (Hons) International Equine and Agricultural Business  
Management with Placement Year**

**For Students Starting in Year One in Academic Year 2021-2022**

**NB**

*The information contained in this document is intended only as a guide to the programme. It does not constitute a legally binding document or contract between the individual and the Royal Agricultural University.*

*The information contained herein is correct at the time of going to print, but the University reserves the right to make changes to the structure of the programme, assessment methods, etc. at any time without prior notification. Any changes made however will be made known as soon as possible.*

**Jo Charles - Programme Manager**

<b>1. Awarding institution</b>	Royal Agricultural University
<b>2. Teaching institution</b>	Royal Agricultural University
<b>3. School responsible for the programme</b>	School of Equine Management and Science
<b>4. Programme Manager</b>	Jo Charles
<b>5. Final award title(s)</b>	BSc (Hons) International Equine and Agricultural Business Management BSc (Hons) International Equine and Agricultural Business Management with Placement Year
<b>6. Interim Award Titles</b>	DipHE and CertHE International Equine and Agricultural Business Management
<b>7. Academic level on Framework for Higher Education Qualifications (FHEQ)</b>	Levels 4, 5 and 6
<b>8. UCAS code(s)</b>	DN42
<b>9. Relevant QAA Subject Benchmark Statement(s) and other reference points, e.g. FD qualification benchmark</b>	QAA Honours Degree Subject Benchmark Statement for Agriculture, Horticulture, Forestry, Food and Consumer Sciences
<b>10. Details of accreditation by a professional/statutory body</b>	NA
<b>11. Mode of delivery</b>	Full and part time
<b>12. Language of study</b>	English
<b>13. AQSC approval date</b>	2019
<b>14. Valid from</b>	Date of most recent re-validation: 2016
<i>For office use only</i>	
<b>15. Valid to</b>	2021
<b>16. Version</b>	V5, 2020/21- Update to assessment for module 1248 V6, 2021/21- Removal of elective module 3009, addition for elective module 3240 Contemporary Media Studies, and 3325 Rural Entrepreneurship. 04Mar2022

<b>17. Educational aims of the programme</b>
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The Programme Management Group (PMG) intends that the following capability statements will provide an overarching framework for all its graduates, and inform specific course aims and outcomes. Thus the PMG expects that all graduates will:

- (i) apply creative, critical and compassionate thinking processes to social and organisational issues.
- (ii) develop communication abilities using people, ideas, texts, media and technology.
- (iii) work with, manage and lead others in ways which value their diversity and equality and which facilitates their contribution to the organisation and the wider community.
- (iv) acquire and apply appropriate management, technical and practical skills and knowledge.
- (v) display an ability to reflect on and learn from one's own experiences.
- (vi) recognise and accept continuing learning as being central to one's capacity to realise potential.
- (vii) develop, express and be able to defend personal values, beliefs and ethics.
- (viii) hold a perspective which acknowledges local, national and international issues.
- (ix) value a citizenship role which is connected to and responsible for the social, environmental, political and economic systems in which we live.

In relation to the above general capability statements, this programme aims to:

1. Provide a broad-based education in equine business management within an agricultural context and from both a national and an international perspective.
2. Enable students to develop intellectual, professional and transferable skills through the medium of equine, agricultural, and business studies.
3. Provide students with opportunities to develop their individual interests through choice of work placement, two final-year electives and Honours Project (dissertation) topic.
4. Prepare students for national and international careers through the integration of University teaching and sandwich employment experience, supplemented by study overseas.

### **18. Learning Outcomes of the Programme**

[Complete this section by setting out programme outcomes under each of the four key headings] Remember the need for this programme to be inclusive of disabled people (e.g. hearing impaired, vision impaired, speech impaired, dyslexic and mobility impaired). See [Part 10: Inclusive Practice](#) of the Teaching Quality Handbook.

Learning Outcomes	Teaching, learning and assessment strategies
<b>A. Knowledge and understanding</b>	
<p>A1: Knowledge of the UK and international equine industry  A2: Science and practice of equine production  A3: Agricultural science and production systems  A4: Agricultural industry and world food supply  A5: Environmental and sustainability issues in the context of agricultural and equine production  A6: Legal and political issues of equine business  A7: Business and financial management</p>	<p><b>Teaching Learning methods and assessment strategies:</b></p> <p>All listed outcomes are assessed via a blend of coursework, in-class tests, seen and unseen exams.</p>
<b>B. Intellectual skills</b>	
<p>B1: Understand subject-specific theories, concepts and principles  B2: Reference appropriate sources  B3: Develop strategies for the appropriate selection of relevant information from wide sources and a large body of knowledge  B4: Synthesise information from a number of sources in order to obtain a coherent understanding  B5: Develop and utilise problem-solving skills  B6: Develop skills for data handling and analysis  B7: Critical appraisal and the articulation of arguments</p>	<p><b>Teaching Learning methods and assessment strategies:</b></p> <p>All listed outcomes are assessed via a blend of coursework, in-class tests, seen and unseen exams.</p>
<b>C. Subject Specific Skills</b>	

<p>C1: Understand the practical application of feeding livestock  C2: The safe use of laboratory analytical techniques and practices  C3: Draw up financial management plans  C4: Take on responsibility in a practical working situation  C5: Have an awareness of legal and ethical obligations pertaining to personnel and animals within the equine industry  C6: Visual appraisal livestock and crops</p>	<p><b>Teaching Learning methods and assessment strategies:</b></p> <p>All listed outcomes are assessed via a blend of coursework, in-class tests, seen and unseen exams.</p>
<p><b>D. Transferable skills</b></p>	
<p>D1: Communicate clearly and effectively in English.  D2: Develop team working skills. D3: Source information and apply knowledge, systematically and appropriately.  D4: Develop reflective skills to examine personal practice.  D5: Manage time and tasks, seek advice when appropriate, prioritise work.  D6: Business skills and numeracy.</p>	<p><b>Teaching Learning methods and strategies:</b></p> <p>All listed outcomes are assessed via a blend of coursework, in-class tests, seen and unseen exams.</p>

**19. Assessment Map (please see section 20 for full module titles)**

Level	Core Module	Coursework %	Written exam %	In class test %
4	1054	50	50	
4	1007	50	50	
4	1415	100 (50% Project Report, 50% Case Study)		
4	1005	40	60	
4	1248	100		
4	1010		100	
4	1400 Developing Academic Skills	100		

4	1033	100		
5	2069	40	60	
5	2166	60		40
5	2253	100		
5	2254	50		50
5	2319 Equine Law, Ethics & Research	100		
5	2019	50	50	
5	2231	50	50	
5	2317 Industry Placement Module	60		40
5	2316 Personal and Professional Development Skills	100 (70% Group report, 30% Reflection)		
6	3300 Research Project/Dissertation	90		10
6	3241 Advances in Equine Science and Industry Developments	100 (60% Seminar, 40% Summary)		
6	3036	100		
6	3006	50	50	
6	3003	100		

## 20. Programme structure

The programme comprises three years duration inclusive of a 15- week compulsory employment period in year 2. There is the opportunity of an intercalated year between the second and final year, or indeed to study the programme part time over a period of 6 years. A Credit Accumulation and Transfer Scheme (CATS) is adopted by the University which requires students to achieve a total of 120 credits from each year of full time academic study. Successful completion of each full module results in the award of 15 credits and a double module, 30 credits. For the award of BSc (Hons), a total of 360 credits must be accumulated, comprising 120 at FHEQ level 4, 120 at level 5 and a further 120 credits at level 6.

Students registered on the BSc (Hons) International Equine and Agricultural Business Management with Placement Year will take their placement year at the end of the second year of study

The option with Foundation Year is normally four years of duration of full-time study and the option with Placement Year is normally three years of taught full-time study with the other year spent on placement. The accumulation of 360 credits (or more) to include a minimum of 120 at level 6 and a maximum of 120 at level 4, through the assessment of taught modules.

<b>BSc (Hons) International Equine and Agricultural Business Management</b>	<b>BSc (Hons) International Equine and Agricultural Business Management with Foundation Year</b>	<b>BSc (Hons) International Equine and Agricultural Business Management with Placement Year</b>
Year 1 – Level 4 modules	Year 1 – Foundation year	Year 1 – Level 4 modules
Year 2 – Level 5 Modules	Year 2 – Level 4 modules	Year 2 – Level 5 modules
Year 3 – Level 6 modules	Year 3 – Level 5 modules	Year 3 – Placement year
	Year 4 – Level 6 modules	Year 4 – Level 6 modules

### **Year 1 (all worth 15 credits)**

1005 Livestock Science  
 1054 Introduction to Food Production  
 1415 Global Business Environment  
 1400 Developing Academic Skills  
 1248 Equine Bioveterinary Science 1  
 1010 Equine Industry  
 1007 Soil and Environmental Science  
 1033 Business Finance

### **Year 2**

2069 Rural Business Enterprise (15 credits)  
 2166 Equine Business Finance and Taxation (15 credits)  
 2253 Equine Bioveterinary Science 2 (15 credits) ELECTIVE  
 2254 Equine Nutrition and Training (15 credits) ELECTIVE  
 2319 Equine Law, Ethics & Research (15 credits)  
 2019 Farm Enterprise Management (15 credits)  
 2231 International Agri-Business Marketing (15 credits)  
 2316 Personal and Professional Development skills (15 credits)  
 2317 Industry Placement (15 credits)

If you are enrolled on the BSc (Hons) International Equine and Agricultural Business Management with Professional Placement Year then you will undertake your placement year between years 2 and 4 of your programme. You will complete Years 1 and 2, complete the placement year and then return for your final year of the programme. For further details about the Placement Year please see module PPY.

## **Year 3**

Alongside core modules students must choose 2 electives from the list below

### **Core:**

- 3241 Advances in Equine Science and Industry Developments (15 credits)
- 3300 Research Project-Dissertation (30 credits)
- 3036 Advanced Equine Business Management (15 credits)
- 3006 Emerging Agri-Food Issues (15 credits)
- 3003 International Equine Industry (15 credits)

### **Electives:**

This list is updated annually and students will be notified via email when the definitive range of electives is released. However, below is a sample of modules likely to be included (all 15 credits):

- 3008 Advanced Livestock Production
- 3020 Advanced Crop Production
- 3034 Marketing Communication
- 3058 Equine Behaviour and Welfare
- 3059E Equine Genetics
- 3078 Equine Performance Nutrition (Only if 2254 was studied in year 2)
- 3081 Consumer Behaviour
- 3200 Equine Health
- 3240 Contemporary Media Studies
- 3206 Equine Breeding Management
- 3242 Negotiation in Business (15 credits)
- 3325 Rural Entrepreneurship

### **Student workload**

All full-time academic programmes at the RAU are constructed using a selection of modules, each of which requires engagement with a variety of learning activities. Successful completion of module assessments will result in the award of credits, and students are required to achieve a total of 120 credits for each year of a full-time programme.

The credit system is used to ensure a balanced workload across each programme, with each credit point representing a notional learning time of 10 hours of student work. Thus a 15-credit module will require a notional input of 150 hours of work, and a complete academic year of 120 credits will require 1200 hours of work, or approximately 40 hours per week.

Within this total time, students can expect to participate in formal timetabled activities; such as lectures, seminars, tutorials, practicals and visits; for



approximately one third of the total time – usually around 3 hours per week for a 15-credit module studied over 12 weeks of the year. Thus the majority of module activities; such as reading around the subject, preparing for tutorials and seminars, preparing for, and completing, module assessments and revision for, and sitting, examinations; will take place outside of these scheduled activities, but are an essential part of a student's learning journey.

Students attempting to short-cut their learning activities may find themselves experiencing difficulties as each module progresses, and as the level of assumed understanding increases. Thus it is vitally important that new students establish an effective routine for their studies as soon as possible. Maintaining a balanced workload from the start of the programme will help to avoid intense periods of activity, and ensure knowledge and understanding gradually develop throughout the year in readiness for any end-of-module examination.

For students enrolled on the BSc (Hons) with Placement Year students are also required to undertake a 1200 hours, ie 35 weeks @ minimum 35 hrs per week, professional placement year. The Professional Placement Year is taken between Levels 5 and 6 of the academic programme.

## **21. Work-based learning (Work Placement)**

In the second year, students will have opportunity to take a short (15 week) placement in an appropriate organisation/business from May to September. At the end of the second year, an intercalated year, working in an organisation for an extended period is an option. These opportunities are viewed very favourably by potential employers and provide the chance to experience real organisational life at first hand. We try to keep open to wide ranging possibilities of type of organisation and also country of placement. It is the responsibility of the placement coordinator, Peter Morris (DPM) to encourage, help and assist in the securement of work experience opportunities in a timely manner, as detailed below.

### **Placement procurement process**

During year 1, the module leader (DPM) will meet with the group to introduce the placement module and stimulate placement procurement activity. By recommending a proactive approach, it is hoped that chances of securing high quality destinations are increased. This is particularly important when it is considered that competitor institutions will also be sending out placement students, thereby adding to an already crowded definitive market. In addition, this session provides an opportunity to explain the importance of the work placement from a career development standpoint.

Early in year 2, students are required to organise personal meetings with DPM. This gives an opportunity to 1) discuss placement aspirations, 2) to prepare CV's and 3) give advice on initial approaches to employers. During this session the criteria for an acceptable placement are considered:

- Placement destinations should extend work experience beyond current levels
- Be connected with the equine or agricultural industries **OR** be in a work environment that provides opportunity for gaining transferable skills (managerial / teambuilding / clerical)
- Allow reasonable insight into the business model/ current running of the enterprise
- Allow reasonable scope for developing the role in a 15 week period, or such period that has been agreed with DPM.

## **Work-based learning**

Students who have chosen to take a year placement in a relevant business will do so at the end of their second year of study.

### **22. Reference Points and benchmarks**

Please follow this link to the QAA benchmark statement (Agriculture, Horticulture, Forestry, Food, Nutrition and Consumer Sciences 2016)

[https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-agriculture-horticulture-forestry-food-nutrition-consumer-sciences-16.pdf?sfvrsn=67f2f781\\_20](https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-agriculture-horticulture-forestry-food-nutrition-consumer-sciences-16.pdf?sfvrsn=67f2f781_20)

### **23. Entry Criteria where these differ from the RAU standard**

Standard RAU entry criteria apply to this programme:

### **24. Module reference sheets**

Please follow the link below for updated module reference sheets covering this programme :

<https://www.rau.ac.uk/about/organisation/public-information/academic-information/modules>

