



ROYAL AGRICULTURAL UNIVERSITY, CIRENCESTER

PROGRAMME SPECIFICATION 2016 / 2017

**BSc (Hons) International Equine and Agricultural Business
Management**

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.

Dr. A Hemmings - Programme Manager

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1. Awarding Institution	Royal Agricultural University
2. Teaching Institution	Royal Agricultural University
3. Final Award Title(s)	BSc (Hons) International Equine and Agricultural Business Management
4. Academic level on Framework for Higher Education Qualifications (FHEQ)	Level6
5. UCAS Code(s)	DN42
6. Relevant QAA Subject Benchmark Statement(s) and other reference points	QAA Honours Degree Subject Benchmark Statement for Agriculture, Horticulture, Forestry, Food and Consumer Sciences (2009)
7. Details of accreditation by a professional/statutory body	N/A
8. Mode of study	Full and part-time
9. Language of study	English
10. Date of production/revision	Date of validation: 2016 Date document revised: April 2016

11. Educational Aims of the Programme

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.

12. Intended Learning Outcomes

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

A Knowledge and understanding

- 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

B Intellectual skills

- 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

C Subject specific skills

- 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 of a live animal or arable crop

D Transferable skills

- 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.

13. Programme Structure and requirements

The programme comprises three years duration inclusive of a 20- week compulsory sandwich employment period at year 2. There is, however, 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, half-module 7.5 and a double module, 30.0 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.

Year 1 (all worth 15 credits)

- 1054 Introduction to Food Production (15 credits)
- 1007 Soil and Environmental Science (15 credits)
- 1003 The Business Environment (15 credits)
- 1005 Livestock Science (15 credits)
- 1235 British Bloodstock Production (15 credits)
- 1248 Equine Bioveterinary Science 1 (15 credits)
- 1010 Equine Industry (15 credits)
- 1033 Business Finance (15 credits)

Year 2

- 2069 Rural Business Enterprise (15 credits)
- 2166 Equine Business Finance and Taxation (15 credits)
- 2252 Equine Research and Ethics (7.5 credits)
- 2253 Equine Bioveterinary Science 2 (15 credits) ELECTIVE
- 2254 Equine Nutrition and Training (15 credits) ELECTIVE
- 2014 Equine Law (7.5 credits)
- 2019 Farm Enterprise Management (15 credits)
- 2231 International Agri-Business Marketing (15 credits)
- 2036 Work Placement Incorporating Personal Development Planning (30 credits)

Year 3

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

Core:

- 3225 Negotiation in Business (7.5 credits)
- 3002 Equine Developments (7.5 credits)

- 3015E Honours Research Project (30 credits)
- 3036 Advanced Equine Business Management (15 credits)
- 3006 Emerging Agricultural Issues (15 credits)
- 3003 International Equine Industry (15 credits)

Electives:

- 3059E Equine Genetics
- 3078 Equine Performance Nutrition if selected nutrition elective at level 5
- 3058 Equine Behaviour and Welfare
- 3011 Rural Business Diversification
- 3009 Agricultural and Equine Journalism
- 3034 Marketing Communication
- 3041 Corporate Finance
- 3081 Consumer Behaviour
- 3093 Farmland Ecology
- 3206 Equine Breeding Management
- 3224 Advances in Equine Science
- 3200 Equine Health
- 3217 Advances in Training the Equine Athlete
- 3008 Advanced Animal Production
- 3095 New Developments in Agricultural Science
- 3040 Management Accounting
- 3038 Critical Issues in Organisations
- 3096 Wine Industry

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 2 hours per week for a 15-credit module studied over 25 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 examinations.

14. Student support services

The programme management group is as follows:

Programme Manager: Dr. Andrew Hemmings (Office location Room 55D Garner Lecture Block)

Dissertation co-ordinator: Prof. Meriel Moore-Colyer (Room 54)

To assist with the transition into academic life at the RAU, the following is available to all students:

- a) Induction programme for orientation and introduction of study skills.
- b) Student Handbook [available at the Student One-Stop Shop on the Virtual Learning Environment (VLE) called "Gateway"].
- c) Online module information and lecture notes on Gateway.
- d) Module handbooks (these are made available to students at the start of each module).
- e) Study Skills packages.
- f) Library and other learning resources.
- g) Email and internet facilities.

In addition to the Programme Manager and team, students also have access to the following people should they require advice, guidance or assistance of any nature:

- a) Student Personal Tutor (to advise on personal and pastoral issues).
- b) Module leaders and subject tutors for advice on specific modules.
- c) Registry and accounts staff in offices in the main administration corridor, and in the George Wing (Finance).
- d) Teaching and Learning Support Services, located in Cedar Lodge.
- e) The Student Support Services Manager, whose office is located in the Student Support Hub.
- f) Student counsellor, Health and Wellbeing Officer and access to confidential counselling services.

Details of all support services are available from the University website.

15. Criteria for admissions

Candidates must be able to satisfy the general admissions requirements of the Royal Agricultural University in one of the following ways:

School or College Leavers

GCSE or Equivalent

Maths, English and three other subjects at grade C or higher. There should ideally be passes in Biology and/or Chemistry, or a Combined Science programme. Grade D is not accepted as a pass.

A/S and A2 Levels

The course requires 240 points or more from a minimum of 2 A levels. Subjects can only count ONCE towards the score either at A/S or A2 level and points cannot be achieved by A/S levels alone. A science subject is preferred (biology chemistry, psychology, physical education).

Scottish Highers/Leaving Certificate

Six subjects to be passed, at grade C or higher, 4 of which must be at Higher Level.

Irish Highers/Leaving Certificates

Five Highers at Grade C or higher.

BTEC ND/NC

Overall Merit pass in relevant subject.

HND

Pass qualifies for entry if in relevant discipline. A Merit or above may allow second year entry.

International Baccalaureate

A Pass is required. The European Baccalaureate is accepted on the same basis.

GNVQ

Overall Merit or above at advanced (Level III) level in a relevant subject.

AVCE Double Award

CC

Other

Candidates with an equivalent standard of education approved by the Royal Agricultural University.

Consideration will be given on an individual basis to mature applicants with experience of equine or its related industries who may lack formal qualifications.

Additional Requirements

Overseas students will require a minimum of level 6 IELTS, with no single element falling below 5.5 (British Council Test or equivalent). If there is any doubt, students will be required to take the test and present their results to Admissions.

Disability Statement

This programme is inclusive of disabled people (e.g. hearing impaired, vision impaired, speech impaired, dyslexic and mobility impaired) with particular regard to teaching, learning and assessment, in accordance with Part 10: Inclusive Practice of the University's Teaching Quality Handbook and the Equality Act 2010. Students are encouraged to disclose any impairment to the Disability Officer so that the appropriate support can be provided. Students have the right to request that the nature of their impairment be treated as confidential.

16. Forms of teaching and learning

Your programme will be taught by a mixture of lectures, seminars, tutorials and through practical instruction. It is helpful to make clear distinction between these methods of teaching and consider the role and purpose of each.

Lectures

Lecturers are not intended to be seen as the guardians of all knowledge. Education is a partnership between the student and teachers. The purpose of lectures is to interest students in a particular subject matter in order that they can research it further.

Lectures are normally presented to a large group of students (often all the students on the same year of a course). Usually students listen to the lecturer for most of the session as the organisation of these sessions, combined with the numbers attending, does not lend itself to generalised debate. There may be question time offered at some point.

Lectures can be helpful to study by:-

- Stimulating interest in the subject matter

- Giving information
- Offering different perspectives on a subject
- Explaining difficult concepts and theories
- Showing students how to deepen their knowledge
- Providing an opportunity to listen to specialist guest lecturers

Seminars & Tutorials

Seminars and tutorials are primarily interactive and will only work if students put in some effort. They provide an opportunity for students to interact with each other in an academic context. They are an occasion for the exchange of ideas and information under the guidance of a lecturer/tutor.

Seminars and tutorials can be helpful to study by:-

- Offering the chance for students to express their views
- Allowing academic interaction
- Giving students valuable practice in making presentations
- Facilitating discussions
- Encouraging structured research
- Sharing and diversification of information and experience
- Introducing group work

Laboratory Practical exercises and Demonstrations

From time to time you will partake in laboratory exercises such as feed analysis and identification, dissections etc. Depending on the module in question there will also be on-farm practical demonstrations of training techniques (ie clicker training).

Practical placement

In the second year, students will take a mandatory short (20 week) placement in an equine related organisation from April 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 securing 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 6 month period, or such period that has been agreed with DPM.

Dissertation

A dissertation is a formal, structured document, based on some form of original research or survey. Students are expected to develop and demonstrate research skills and critical ability through the medium of this piece of work. The main purpose of the dissertation is to demonstrate the application of knowledge gained in the taught element of the programme and to show that a research topic can be handled with the right level of academic competence.

The dissertation may take a variety of forms, depending on the interests and abilities of the individual student and the particular requirements of the study agreed with the Project Supervisor.

The dissertation will be used as a vehicle for encouraging individual student efforts and expression.

Directed and private study

Students are expected to undertake private study as an important learning method within the programme. This will normally involve reading to explore the breadth and depth of the syllabus, preparation of tutorial/seminar work, preparation of coursework, case study submissions and preparation of major projects. The use of the University library is very important for the effective use of private study time.

The library staff provide advice and assistance on both finding and using relevant material. Guidance in private study is also given by the academic staff.

17. Industry informed learning

Teaching will be supplemented and illustrated by 1) visits to local equine establishments 2) lecture input from key industry figures and 3) the 20 week industry placement.

18. Compulsory Overseas Study Trips

Students who are prevented from participating, for whatever reason, in these mandatory study trips, will be required to either transfer to an alternative programme at the RAU, according to the schedule below, or to withdraw completely from their studies at the RAU. (Note: a student who misses one international study tour as a result of acceptable mitigating circumstances will not be required to transfer or withdraw from studies however a student missing both tours, even if supported by acceptable evidence of mitigation in both cases, will be required to transfer or withdraw.)

In the event of such occurrences, the programme manager and Dean of the School will meet with the student to explain the situation and requirement for transfer/withdrawal, following which a formal programme transfer request will be submitted to both the admissions and finance offices to initiate the required changes.

a. Students required to transfer during Year 1 (level 4)

A student who is registered on the year 1 (level 4) BSc Honours International Equine and Agricultural Business Management programme and who notifies the University that they cannot, or do not wish to, complete the necessary international elements, as specified in the Programme Specification, will be required to either:

- (i) transfer with immediate effect to the first year (level 4) programme of the BSc Honours Applied Equine Science and Business(AESB) programme, or to the BSc (Honours) Bloodstock and Performance Horse Management programme subject to the approval of the Programme Manager and Dean, or
- (i) transfer to another RAU programme at level 4 for which they are academically qualified, and subject to the approval of the relevant Programme Manager and Dean, or
- (ii) withdraw from studies at the RAU

b. Students required to transfer at the end of Year 1 (Level 4)

A student who has successfully completed year 1 (level 4) of the BSc Honours International Equine and Agricultural Business Management

programme and who does not wish to undertake the necessary international elements, as specified in the Programme Specification, at levels 5 and 6 will be required to either:

- (iii) transfer to the second year (level 5) programme of either the BSc Honours Applied Equine Science and Business programme, or to the BSc Honours Bloodstock and Performance Horse Management programme subject to the approval of the Programme Manager and Dean, or
- (iv) transfer to another RAU programme, at either level 4 or level 5, for which they are academically qualified, and subject to the approval of the relevant Programme Manager and Dean, or
- (v) withdraw from studies at the RAU

c. Students required to transfer at the end of Year 2 (Level 5)

A student who has successfully completed year 2 (level 5) of the BSc Honours International Equine and Agricultural Business Management programme and who does not wish to undertake the necessary international elements, as specified in the Programme Specification, at level 6 will be required to either:

- (vi) transfer to the BSc Honours Equine Studies (Top-up) programme (ET), subject to the approval of the ET Programme Manager and Dean, or
- (vii) transfer to another RAU programme, at either level 5 or level 6, for which they are academically qualified, and subject to the approval of the relevant Programme Manager and Dean, or
- (viii) withdraw from studies at the RAU

19. Quality Assurance Procedures

The procedures and regulations in place at the University are described in the Student Handbook. Students are urged to read the handbook and be aware of its contents.

Students on the Honours Year will elect a representative to sit on the Programme Committee, at which matters pertinent to the programme can be raised with the Programme Manager, Module Leaders and Dean of School. This Committee will meet at least twice each year. More immediate issues can be raised directly with the Programme Manager as they arise.

A University-wide annual online Student Satisfaction Survey is carried out for all students on the programme, and similar surveys may be conducted for the individual modules studied. A National Student Survey (NSS) is also carried out for all final year students. This information, together with the minutes of the Programme Committee meetings and External Examiner reports, are used as the basis for compiling the Annual Programme Manager's Report. This report, approved by the Dean, is submitted to the Academic Quality and Standards Committee by the Programme Manager, and subsequently it is made available to all students and staff.

20. Marking Guides and Assessment Regulations

Each module is assessed by one or more pieces of coursework and / or examinations. Full details are given on individual module sheets, available on the University's website and on individual module pages on Gateway. To gain credits for a module, the student must average at least 40% in the assessments for that module.

Examinations take place in the Summer term in years 1 and 3, and at the end of the second term (Easter) for year 2, and students must ensure that they are available at this time. Examinations are generally unseen, written papers.

Students are responsible for ensuring that coursework assessments are submitted on time and that coursework is retained for subsequent resubmission as required.

The opportunity to refer (re-sit an exam or resubmit coursework) will be available to allow students who have failed to reach an overall mark of 40% to re-take or re-submit elements of up to 50% of their registered modules in a year (examinations and/or coursework assessments). A maximum module mark of 40% is available following referral.

Following illness etc., when a Mitigating Circumstances form supported by acceptable evidence has been submitted and accepted by the Mitigating Circumstances Panel, re-sits may be taken "without prejudice" (as if for the first time), so that a mark greater than 40% may be awarded.

Full details of the assessment regulations for the University, and generic marking guidelines for coursework and examinations can be found on the RAU intranet (The Student One-Stop Shop).

21. Ownership of programme specification

This document has been agreed by the School of Equine Management and Science and has been approved by the Academic Quality and Standards validation procedure of the Royal Agricultural University.

22. Curriculum Map

See appendix 1

23. Career prospects

The programme provides an ideal foundation for careers in the broad equine-related industries. Typical employers will include breeding companies, training yards, equine marketing and promotion companies and equine feed companies, as well as running equestrian centres as part of the growing rural leisure industries.

24. Further information

Please ask any member of the programme management group for help and assistance if required.

25. Module Reference Sheets (see <http://www.rau.ac.uk/study/undergraduate-study/module-details> for module details)

Appendix 1: Curriculum Map

The curriculum demonstrates graphically, the relationship between modular diet and programme outcomes