

## ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

*Sheet updated: September 2010*

<b>Module code</b> 4011	<b>Module title</b> Equine Industry	<b>Module leader</b> Ashley Ede
<b>School which owns module</b>	School of Business	
<b>Programme(s) to which module belongs</b>	MBA Equine Business Management (focus) MA Business Management (elective)	
<b>Module level</b> 7	<b>Module credits</b> 15	<b>Pre-requisites</b> None
<b>Minimum study time</b> 150 hours	<b>Contact hours within study time</b> 40	<b>Teaching period</b> October – March
<b>Module content:</b> Overview of British equine industry; British horseracing industry, racing organisations, bloodstock breeding and sales; competition horse disciplines, breeding and organisations; other equine sports and leisure activities; riding schools and equestrian centres; equine diversification; trades and services, e.g. horse transportation and shipping, horse insurance, veterinary and therapy.		
<b>Module outcomes:</b> To achieve credit for this module, students must be able to: <ol style="list-style-type: none"> <li>1. Demonstrate a thorough knowledge and understanding of the importance, structure, size and organisation of the British equine industry.</li> <li>2. Critically appraise aspects of the organisation, management and strategies of various sector disciplines within the equine industry using a variety of information sources.</li> <li>3. Communicate effectively through written presentations and orally by formal interview of leading professionals from across the equine industry.</li> <li>4. Demonstrate independence of thought and critical analysis through consideration and discussion of future developments in the equine industry.</li> </ol>		
<b>Assessment</b>	<b>Description</b>	<b>Weighting</b>
<b>Coursework</b>	A critical appraisal of a current industry strategy document.	50%
	An evaluative response to an equine industry strategy document.	50%
<b>Key Texts :</b> Students should be familiar with the content of at least one of the following: National Equestrian Survey. (1999). <i>Produce Studies Research</i> . Strategy for the Horse Industry in England and Wales. (2005). British Horse Industry Confederation. Directory of the Turf. (2006). Tomorrow's guides. The Orders and Rules of Racing. (2006). Jockey Club. British Horseracing Board.		
<b>Other supporting information</b> Horse and Hound (weekly) IPC.		