

## ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

*Sheet updated: September 2011*

<b>Module code</b> 4009	<b>Module title</b> Equine Business Management	<b>Module leader</b> Rita Walsh
<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> 30	<b>Teaching period</b> October – March
<b>Module content</b> Business objectives, resource appraisal, gross margin accounting, equine business performance appraisal, planning and budgeting techniques, compilation of a business plan.		
<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 knowledge and understanding of equine business management.</li> <li>2. Critically evaluate the performance of an equine business in order to identify its problems and suggest possible solutions.</li> <li>3. Produce a business plan report for an equine business to a standard capable of securing credit to finance.</li> </ol>		
<b>Assessment</b>	<b>Description</b>	<b>Weighting</b>
<b>Coursework</b>	Business evaluation project	50%
	Business planning case study	50%
<b>Key texts:</b> Students should be familiar with the content of at least one of the following: Bacon, R. <i>et al.</i> (2005) <i>Equine Business Guide</i> . (5 <sup>th</sup> edition). Warwickshire College. Brown, B. (2003) <i>Practical Accounting and Financial Management for Farms and Small Business</i> . Crowood Press.		
<b>Supporting texts:</b> Turner, J. and Taylor, M. (1998) <i>Applied Farm Management</i> . (2 <sup>nd</sup> edition). Blackwell Science. Equi Study. Accounting in the Horse Industry. Equi Study.		