

Module code: MOD010961	Version: 1 Date Amended: 07/Mar/2025
-------------------------------	--

1. Module Title
Fundamentals of the Equine Industry

2a. Module Leader
Caroline Farr

2b. School
Writtle School of Agriculture, Animal and Environmental Sciences

2c. Faculty
Faculty of Science and Engineering

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BSc Equine Business Management and BSc Equine Science		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module provides a comprehensive overview of the Equine industry, covering a wide spectrum from sport and performance, to leisure, retail, tourism, research, breeding, therapy, working horses, and the education sector.

As part of this module, you'll develop a clear understanding how the different areas of the industry are governed, including the various legislation that underpins them. These insights will help you understand how the equine sector is structured and how it operates. You'll look at the commercial aspects and the impact of economics and external factors on the health of the industry. A key theme in this module will be introducing the concept of Social Licence to Operate and the ethics and welfare considerations needed.

This module will be future focused, looking at the current challenges and the emerging trends in the industry. You'll be encouraged to consider your future career aspirations and consider how you can contribute meaningfully to the industry upon graduation. By the end of this module, you'll have a well-rounded knowledge and understanding of the equine industry and its evolving landscape.

6b. Outline Content

- Overview of each subsector of the wider equine industry; what they are and how they all integrate and operate together, and independently (sport / performance, racing, leisure, tourism, working, breeding, education, therapy / veterinary, research, retail, manufacturing)
- Governance, legislation, and regulation of all aspects of the industry – examples include transport, microchips, passports, welfare, research use, veterinary interventions.
- Organisational structure; organising bodies, charitable status, legal status of key organisations
- Economics of each industry; how they are funded, commercial viability, future outlook.
- Consideration of aspects such as sponsorship and marketing
- Evolution of the industry; looking at historical changes / where it has come from – to present - and then looking forward to what the future trends are likely to be
- Career planning; what roles exist in each part of the industry, what are the necessary skills and qualifications needed, how to develop a professional development portfolio to help attain these skills and ultimately graduate success
- Introduction to ethics and welfare issues across the industry and the concept of social licence to operate.
- Consideration of welfare models and frameworks and their applicability in industry
- Global aspects; looking at the wider global equine industry and emerging trends – the impact and influence in different geographical sectors

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Equestrian Facility

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand the organisational structure of the equine industry and the relevant governance, regulation and legislation that underpins the sectors within it
2	Knowledge and Understanding	Develop a commercial and economic awareness of how sectors of the equine industry operate, discussing their future viability
3	Intellectual, practical, affective and transferrable skills	Identify career opportunities within the industry and create an action plan for graduate success
4	Intellectual, practical, affective and transferrable skills	Explain the significance of welfare and ethics across all sectors of the industry and consider the ways in which this is applied
5	Intellectual, practical, affective and transferrable skills	Illustrate the current challenges and trends emerging in the equine industry

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	60	1-5	3 hours per week over 2 Trimesters – 11 teaching weeks per Trimester
Other teacher managed learning	12	1-5	Revision and assignment support – 1 session per trimester (week 12) - 6hrs. Live Brief - 6hrs Opportunity for live brief
Student managed learning	228	1-5	Independent study – outside reading and developing ideas to achieve learning outcomes
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	2,3,5	60 (%)	Fine Grade	30 (%)
Coursework: Select 2 areas of the industry and compare their future viability and create a career plan infographic within one of these areas					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Written report – LO 2 and 5 - due Week 6 Tri 1	Canvas	80 (%)	All
010/2	Infographic to represent a career plan for that industry – LO 3 - due Week 8 Tri	Canvas	20 (%)	

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	1,4	40 (%)	Fine Grade	30 (%)
Practical: Debate answering an industry relevant question.					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*). In addition, students are required to: (a) achieve the qualifying mark for each element of fine graded assessment as specified above (b) pass any pass/fail elements [* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]					
--	--	--	--	--	--