

Module code: MOD011336	Version: 1 Date Amended: 11/Apr/2025
-------------------------------	--

1. Module Title
Professional Practice and Legislation

2a. Module Leader
Debbie Emmerson

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

2c. Faculty
Faculty of Science and Engineering

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module introduces you to the specialist skills needed for careers in the field of animal training and clinical animal behaviour counselling, an exciting and growing area within the allied-veterinary field.

You'll explore topics such as legislation and insurance requirements and professional practice, such as working with veterinary professionals, introduction to regulating bodies, business skills and the use of technology for behaviour counselling and concomitant services for the behaviour professional. It will discuss challenges for the professional trainer or clinical behaviourist, and strategies for maintaining the health and safety of all concerned including the mental health of the practitioner.

Throughout the module, you'll develop strong communication skills and learn to gather and present information clearly to both professional and lay audiences; and explore marketing techniques to market services to a wider audience.

You'll also strengthen academic and digital skills through research, accurate referencing, and the use of relevant software, including an introduction to video and website editing. In addition, the module supports your personal development by helping you manage time effectively, plan your goals and build strong customer service and self-promotion abilities.

6b. Outline Content

BEHAVIOUR COUNSELLING – current industry standards, non-regulation of the industry, voluntary regulation and regulatory organisations, liaison with veterinary professionals, good practice, concomitant services.

LEGISLATION – AWA, DDA, AAL, VSA, GDPR etc. Insurance requirements – companies, cover, policies, pricing.

MARKETING AND TECHNOLOGY – marketing and promotion activities, launching a business to the public and establishing industry links e.g. with veterinary professionals, use of technology for booking and managing clients

CHALLENGES TO THE PARA-PROFESSIONAL – competition, legal action, duty of care, risk assessment and management during consultations and training, impacts of counselling on the counsellor e.g. compassion fatigue, imposter syndrome, burn out and strategies for maintaining wellbeing for career success

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

None

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	Examine current legislation relating to practicing pet behaviour counselling and concomitant services including aspects of animal welfare, industry regulation, business skills, and health and safety.
2	Intellectual, practical, affective and transferrable skills	Recommend strategies for managing risks to the professional, client, animal and public during training and clinical behaviour counselling.
3	Intellectual, practical, affective and transferrable skills	Plan for professional and business development in the field of pet behaviour and training, within the scope of professional standards.

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	33	1-3	Lectures
Other teacher managed learning	3	1-3	Workshops - 1 hour in weeks 3, 6, 9
Student managed learning	114	1-3	Self-Directed Learning
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-3	100 (%)	Fine Grade	30 (%)

Business Plan (3000 Words) – Plan for the running of a business in the animal training and behaviour sector. This will include career development planning, business branding and marketing, the impact of relevant legislation on business operations and risk management strategies.

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]