

## Innovation tools in Equine Sports and Business

Minor code	VAH338VE			
Education cycle	1st cycle (bachelor)			
Mode of delivery	On-campus (online incidentally)			
Study programme	Animal Husbandry			
Part of study year	Year 2			
Location	Velp			
Semester	Spring semester; terms 3 and 4			
Number of credits (ECTS)	30			
Language of instruction	English			
Target group	Bachelor students who want to learn how to analyse horse – rider performance, who seek to develop and practice tools for online marketing and who aim to learn to develop real-life innovations for the equine market and write and defend a business plan for that innovation.			
Minor co-ordinator and contact person	Hans van Tartwijk, <a href="mailto:hans.vantartwijk@hvhl.nl">hans.vantartwijk@hvhl.nl</a>			
Entry requirements and prerequisites	90 (or more) credits from a Bachelor program in Agriculture or Animal Husbandry.			
Application procedure	Consult <a href="#">Exchange possibilities</a>			
Major study units	<b>Term of teaching</b>	<b>Study unit code</b>	<b>Name of the study unit</b>	<b>ECTS</b>
	Term 3	VAH231VE1	Innovation	7
	Term 4	VAH241VE1	Entrepreneurship	7
	Term 3	VAH233VE1	Online Marketing and Sales	7
	Term 4	VAH243VE2	Horse and rider Performance	7
	Term 3 and 4	VAH2STV	Study Mentoring	2
Content	The focus is on achieving the best performing sport horses and a successful equestrian company. You learn about how horse-rider combinations function and they can improve their performance. You learn about all features of the horse business; customers, market, communication and the ways to make the business not only successful but also sustainable. In this minor also online marketing is discussed, you learn to innovate and, related to the innovation you come up with, you develop a business plan. You get to work with practical cases.			
Competences	<ul style="list-style-type: none"> <li>• To develop a business plan.</li> <li>• To translate and to apply governmental policies and legislation into practice.</li> <li>• Preparation and implementation of applied research.</li> <li>• To develop and market products and services.</li> <li>• To analyse and to optimize the management of an animal husbandry business.</li> <li>• To acquire clients and to give advice.</li> <li>• To lead projects, processes and people.</li> <li>• To develop and apply a quality (assurance) system.</li> <li>• To show professional behaviour and reflection on own performance.</li> <li>• To conduct social responsible and sustainable entrepreneurship.</li> <li>• Interactive inform specific target groups.</li> <li>• Overseeing the international animal husbandry sector.</li> </ul>			
Learning goals	See content.			
Added value	Students learn how to improve and innovate equine sports and business practices. They will, after studying and analysing, give advice in real live cases.			

Mandatory literature	Literature will be announced and is available web-based or in the library.
Teaching methods and student workload	Lessons, projects, coaching, company visits, self-study 30 ECTS corresponding with 30*28 hours work load = 840 hours
Assessment	Dependent on study-unit: (combination of) written exams, project reports, oral assessments.
Evaluation scale	Grades between: 1-10; 0,1 interval; 5,5 pass view <a href="#">ECTS credits and grading</a>