EQUI-ED



EQUINE BUSINESS MANAGEMENT

UK Rural Skills Accredited Programme
aligned to Level 6

Course Delivery: Online

For more information **info@equied.com**

COURSE DETAILS

Course Name: Equine business management

Course Duration: 12 months

UKRS Accredited: Level 6

Delivery: Online

COURSE INTRO

The Level 6 Equine Business Management Programme is a comprehensive, 12-month blended course designed for equine professionals who want to step into leadership, management, and strategic decision-making roles within the equine industry. This programme bridges business theory and real-world equine application, equipping learners with the skills needed to run, scale, and future-proof equine enterprises across sport, racing, breeding, leisure, therapy, education, and related sectors. Strong emphasis is placed on welfare-led practice, ethical leadership, regulatory compliance, and evidence-based decision-making.

WHAT IS EXPECTED OF YOU?

This professional-level programme is structured into 11 modules, combining high-quality eLearning with video lectures, readings, and interactive content, live Zoom sessions with course leaders and guest experts, and self-directed study including case-based assignments. Learners can expect to commit 6–10 hours per week, with increased time during the capstone project phase, applying coursework directly to their own equine business or a partnered organisation. Ideal for motivated learners, the course requires active participation, critical thinking, ethical awareness, and reflective practice, empowering participants to lead and make a meaningful impact in the equine industry.

KEY FEATURES

- **Level 6 descriptors accredited content aligned with professional standards**
- **Equine specific business focus**
- **Flexible learning format with recorded Zoom sessions and structured self study**
- **Industry relevant case studies and applied projects**
- **Suitable for existing business owners or aspiring managers**
- **Delivered by experienced educators and guest speakers from the equine industry**



COURSE
DESCRIPTION

The Level 6 Equine Business Management programme is designed for people working within the equine industry who want to move beyond day to day operations and develop the knowledge and confidence to lead, manage, and grow equine enterprises effectively.

The course focuses on how core business principles apply specifically within the equine industry, where commercial decisions must balance financial sustainability, animal welfare, regulatory responsibility, and people management. Rather than teaching generic business theory, the programme explores real world equine contexts, including yards, breeding operations, training and therapy practices, educational organisations, and expanding or multi site businesses.

Learners engage with practical, applied learning through case studies and industry examples, allowing them to connect theory to everyday challenges such as financial planning, compliance, staff management, marketing, operational systems, and strategic growth.

The course concludes with a capstone project in which learners develop a comprehensive strategic business plan for a real equine enterprise. Graduates leave with a clear understanding of equine business at a strategic level and the tools needed to make informed, responsible decisions within the industry.



WHO IS IT FOR?

Suitable for existing equine business owners, yard and operations managers, stud and breeding professionals, coaches, equine therapists, education providers and ambitious professionals preparing for management or consultancy roles.

ASSESSMENT WITH INDUSTRY VALUE

The assessment model combines knowledge checks, applied coursework and a final strategic business plan.

- You will be encouraged to use your own equine business, a suitable organisation or an approved case-study enterprise as the basis for your work.
- Online Knowledge Checks
- Demonstrate understanding of essential concepts.
- Applied Assignments
- Produce practical plans, analysis and management documents.
- Professional Portfolio
- Collect useful tools and evidence of learning.
- Final Capstone Project
- Develop a comprehensive strategic business plan.

WHY STUDY WITH EQUI-ED?

- Flexible from day one: Study around your professional and personal commitments.
- Equine-specific learning: Apply business principles to realistic industry challenges.
- Practical outcomes: Create financial plans, marketing strategies, operational tools and a professional portfolio.
- Specialist perspectives: Learn from equine industry educators and guest contributors through recorded material.
- Future-focused: Develop evidence-based, welfare-led business leadership skills.



COURSE **OVERVIEW**

The following section outlines all 11 modules included in this course. Each module blends theoretical insight with practical experience, equipping learners to become confident professionals.

MODULE 1: STRATEGIC LEADERSHIP IN THE EQUINE INDUSTRY

This module explores leadership and strategic decision-making within the global equine industry. Learners examine international markets, key stakeholders, and the economic structure of different equine sectors, including sport, racing, breeding, leisure, therapy, and tourism. The module develops advanced leadership skills, focusing on ethical, welfare led organisational culture, inclusive leadership, and confident decision-making in complex, high pressure environments.

MODULE 2: ADVANCED EQUINE BUSINESS ECONOMICS & FINANCIAL STRATEGY

This module builds financial and economic understanding specific to equine enterprises. Learners explore economic drivers, cost–benefit analysis, investment risk, and capital strategy, alongside practical skills in budgeting, forecasting, asset management, and funding models. Equine-specific insurance, liability, and financial risk planning are also addressed to support resilient, sustainable business operations.

MODULE 3: EQUINE LAW, REGULATION & COMPLIANCE

This module provides a detailed understanding of legal structures, governance, and regulatory frameworks within the equine industry. Learners examine welfare legislation, sport and racing regulations, professional boundaries, and business compliance requirements. Emphasis is placed on risk management, documentation, and proactive strategies to reduce legal exposure and support ethical, compliant practice.

MODULE 4: HUMAN RESOURCE & WORKFORCE DEVELOPMENT IN EQUINE ENTERPRISES

This module focuses on managing and developing people within equine businesses. Learners explore strategic workforce planning, recruitment and retention in high-turnover environments, and employment law considerations, including international and volunteer contexts. The module also addresses staff training, CPD frameworks, wellbeing, burnout prevention, and competency-based accreditation systems.

MODULE 5: MARKETING, BRANDING & CUSTOMER PSYCHOLOGY IN THE EQUINE SECTOR

This module examines how effective marketing and branding operate within the equine industry. Learners develop advanced marketing strategies, define value propositions, and build strong welfare-centred brands. Customer behaviour, buyer psychology, and client experience design are explored to support trust, loyalty, and long-term client relationships.

MODULE 6: EQUINE BUSINESS OPERATIONS & SYSTEMS MANAGEMENT

This module develops the operational skills required to run efficient, safe, and compliant equine enterprises. Learners design operational frameworks, standard operating procedures, and biosecurity systems, while exploring the use of technology, data dashboards, and automation. Quality assurance, KPI tracking, and continuous improvement are central themes.

MODULE 7: STRATEGIC INNOVATION & INDUSTRY FUTURES

This module explores innovation, sustainability, and future trends shaping the equine industry. Examine emerging technologies, data led welfare models, and environmentally sustainable business practices. Also considers global economic, climate, and sociocultural trends to support future focused strategic planning.

MODULE 8: SALES, CLIENT RELATIONS & STAKEHOLDER MANAGEMENT

This module develops sales and relationship management skills tailored to the equine sector. Explore high value sales strategies, professional client communication, conflict management, and customer retention. Learn to manage complex stakeholder relationships, including owners, sponsors, veterinarians, and governing bodies.

MODULE 9: EQUINE FACILITY DESIGN, INVESTMENT & EXPANSION STRATEGY

This module focuses on the strategic planning, development, and expansion of equine facilities. Examine yard design, workflow efficiency, safety, welfare, and legal compliance, alongside capital investment analysis and ROI forecasting. Scalable systems, franchising, and multi site business models are explored.

MODULE 10: RESEARCH METHODS & EVIDENCE-BASED PRACTICE

This module equips learners with research and analytical skills to support evidence based decision making. Learners explore qualitative and quantitative research methods, business analytics, market research, and KPI evaluation. Emphasis is placed on critically appraising evidence and translating research into practical business strategy.

MODULE 11: CAPSTONE PROJECT: STRATEGIC EQUINE BUSINESS PLAN

A professional consultancy assignment in which learners produce a strategic business plan, The project integrates market analysis, strategic positioning, operational planning, financial modelling, risk and compliance management, and a 3–5 year growth strategy.



LEARNING OUTCOMES

WHAT WILL I LEARN?

On successful completion of this programme, learners will be able to:

- Demonstrate advanced leadership and strategic decision making skills
- Analyse global and local equine industry markets
- Develop and manage financial strategies for equine enterprises
- Navigate equine specific legal, regulatory, and compliance frameworks
- Design ethical, welfare led organisational cultures
- Implement effective HR, marketing, and operational systems
- Apply research and data analysis to business decision-making
- Create a professional, evidence based equine business growth plan

CAREER GROWTH

Graduates of this programme are prepared for leadership and management roles across the equine sector, including:

- Equine business owner or director
- Yard or operations manager
- Stud manager or breeding enterprise manager
- Equine education or training provider
- Industry consultant or advisor
- Franchise or multi-site business manager
- Roles within governing bodies, welfare organisations, or regulatory agencies

This qualification also supports progression into higher-level academic study, consultancy work, or strategic leadership roles within national and international equine industries.

HOW TO
ENROL

Fill out the application form. We will contact you within 5 working days to confirm your approval. There are payment options available for professional courses, such as payment installments or you can use Humm Finance.

TUITION
FEES

Payment in full	Half & Half payment plan
Payment in full €800 due before start date	Pay €400 on registration and the remaining €400 12 weeks later

COURSE
PREREQUISITES

Applicants should demonstrate relevant prior study and/or meaningful professional experience in the equine industry, including business ownership, management, supervisory or administrative responsibilities.
Individual eligibility is reviewed through the application process.



EQUI-ED

By enrolling in this course, you're not just learning—you’re becoming part of a growing network of equine professionals committed to better the industry through education.

JOIN THE EQUI-ED LEARNING COMMUNITY

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