

THE TIMES  
THE SUNDAY TIMES

GOOD  
UNIVERSITY  
GUIDE  
2018

INSTITUTE OF  
TECHNOLOGY  
OF THE YEAR

AIT  
Connect & Discover



Student Aoife Dempsey riding  
Annaharvey Dunmanway

- Higher Certificate in Business in Equine
- Bachelor of Business in Equine

Combine your passion for horses with practical business skills and study for an internationally recognised business qualification

With this programme you can study for 2,3 or 4 years all the way to honours degree level qualification


### Higher Certificate in Business in Equine

Studying the higher certificate in equine will provide you with knowledge of those disciplines which form the basis for a successful career in the business and equine sectors. You will be expected to understand the factors which make an equine or a general business organisation successful. You will develop the knowledge and learn the skills required for a career in the wider business sectors. The qualification also provides the necessary foundation for progression to an appropriate bachelor degree (Level 7) or to an honours degree in business (Level 8). Emphasis is placed on both the theoretical and practical elements of the curriculum throughout the course.

*\*Year 1 is delivered in Gurteen College, Ballingarry, Roscrea, North Tipperary. Year 2 is delivered in the main Athlone Institute of Technology campus in Athlone, with one day a week spent in Gurteen. Year 3 is delivered entirely in Gurteen.*

### Contact Us

Trevor Prendergast  
Head of Department of Accounting  
and Business Computing,  
Athlone Institute of Technology,  
Tel: + 353 (0)90 647 1857  
Email: tprendergast@ait.ie

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 [www.ait.ie/courses/AL652](http://www.ait.ie/courses/AL652)

# Higher Certificate & Bachelor of Business in Equine

## Bachelor of Business in Equine

*\*A one year add-on that is delivered in Gurteen College by lecturers from both colleges*

This one-year add-on bachelor's degree will enable you to demonstrate specialised knowledge related to business and the equine industry. You will consolidate and develop the ability to apply your acquired professional equine competencies in a broad range of equine and business opportunities. From the business angle, you will learn to assess success and failure and to analyse the impact of key external and internal factors on organisational progress. This course will also develop your communication and teamworking skills, which will aid your future career development and progress. Should you so choose, this degree will give you the necessary background and expertise to pursue further academic studies in related disciplines.

## Bachelor of Business (Honours)

Students who complete the three-year programme have the option of continuing on to the honours degree in business in Athlone IT.

## Possible career paths

Stud Farm Management, General Management, Teaching, Technical Sales Representative, Bloodstock Sales, Yard Manager, Administration, Equine Dentistry, Farriery, Competition Rider, Sport Horse Producer.

## Additional information:

- Access to horses will be provided, however students can stable their own horse in Gurteen College Livery Yard;
- This programme is Green Certificate accredited;
- Graduates of the bachelor of business in equine are approved by AIRE to teach in AIRE centres across Ireland.

## For further information contact:

**Aisling Deverell, Equine Lecturer**

Gurteen College, Ballingarry,  
Roscrea, Co. Tipperary

**tel:** +353 (0)67 21282

**email:** [info@gurteencollege.ie](mailto:info@gurteencollege.ie)

**web:** [www.gurteencollege.ie](http://www.gurteencollege.ie)

## What will I study?

### Higher Certificate

**Year 1:** Learning and Development for Higher Education, Computer Applications, Equine Anatomy & Physiology, Equine Business Management, Marketing, Principles of Equine Health & Disease, Equine Reproduction, Equine Management, Equitation, Work Experience.

**Year 2:** Economics and the Equine Industry, Financial Accounting, Digital Marketing Applications, Applied Science, Equine Welfare and Industry, Equitation, Human Resource Management, Management Accounting, Equine Nutrition.

### Bachelor of Business

**Year 3:** Equine Coaching & Management, Equine Exercise Science, Equine Managerial Finance, International Marketing for Equine, Entrepreneurial Skills, Applied Entrepreneurship, Advanced Equine Health & Disease, International Marketing and Sales for Equine, Equestrian Competition – Riding (elective), Equestrian Competition – Non- Riding (elective).

### Bachelor of Business (Honours)

**Year 4:** Strategic Marketing, Financial Management 4A, Strategic Analysis, Management Accounting and Decision Making, Financial Management 4B, Strategic Implementation, Systems and Project Management and a range of elective subjects.

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