

# Equestrian Stable Management Certificate Program

Operative Track & Executive Track



**INTERNATIONAL  
ACADEMY**

**RWTHAACHEN  
UNIVERSITY**

# Content

Reasons Why	6
Providing Institutions	7
Operative Track	8
Executive Track	12
Overview of all Modules	16
CHIO Aachen Event	25
Internship & Project Work	26
Partner Stables	28
Application	32
Certificate & Outlook	34

## Imprint:

### **RWTH International Academy gGmbH**

Campus-Boulevard 30  
52074 Aachen | Germany

### **CHIO Aachen CAMPUS**

Aachen-Laurensberger Rennverein e.V. (ALRV)  
Albert-Servais-Allee 50  
52070 Aachen | Germany

## Photos:

Arnd Bronkhorst  
Andreas Steindl  
Jil Haak  
Michael Strauch  
Martin Braun Fotografie



**"When I am in the ring, it is down to me and my horse alone. But there is so much work that goes on behind the scenes. "**

Henrik von Eckermann,  
patron of the program

He is a team Olympic gold medalist, World Champion and has topped the world ranking list for some time: The show-jumper, Henrik von Eckermann! And the team that contributes to the achievements of the Swedish rider is as professional as his excellent performances in the saddle. "When I am in the ring, it is down to me and my horse alone. But there is so much work that goes on behind the

scenes," the 41-year-old stated. "The entire team plays a totally decisive role in every victory I achieve." Because the modern demands for the professional and structured management of an international competition yard are very complex, especially with regards to the logistical, commercial and equestrian sport-specific demands. Here, the health and fitness of the horses take top priority at all times.

And this is precisely what the brand-new "Equestrian Stable Management" program of the CHIO Aachen CAMPUS and RWTH International Academy, which professionals from the equestrian industry can profit from henceforth, picks up on. Young professionals can gain optimum knowledge about the increased demands of the future in the scope of the Operative Track and experienced industry players can take part in the Executive Track. "The structure and the contents convince me," reported Eckermann, who has assumed the patronage for this excellent training and further educational measure. "In order to remain competitive, equine establishments have to satisfy the modern demands and think in a future-oriented manner. It is incredibly important to further push and professionalize this development.

## Why you should become an Equestrian Stable Manager

Our Equestrian Stable Management (ESM) certificate program offers you the unique opportunity to further educate yourself in the field of stable management and dare to take the next step in your career.

Equine businesses and their employees should face new challenges and take a future-oriented approach in order to remain competitive. This is why we are offering you as an equestrian sport expert a high-quality training course so that you can enhance your knowledge with modern industry-specific themes. Depending on your professional experience and personal preference you can choose between the **Operative Track** and the **Executive Track**.

The ESM certificate program holds exciting modules from the faculty business management as well as modules focusing on the equestrian sport in store for you. Through the teaching method applied, which involves the interlinking of both areas, you will learn valuable skills, which will pave the way forward for your career. As a course graduate, a broader range of career perspectives will be open to you, because you will be able to impress in the international equestrian sport business with the valuable competences you have acquired.

## Equestrian sport expertise meets educational excellence

The CHIO Aachen CAMPUS has joined forces with the famous RWTH University of Aachen for this certificate course to develop an excellent program with a well-founded academic and pedagogic concept. The program and its participants profit from the long-standing expertise of both partners. We guarantee: You will be served with easily digestible, target group-specific state-of-the-art international equestrian sport knowledge and practical management skills.



### CHIO Aachen CAMPUS

CHIO Aachen is the most recognized and famous equestrian event in the world and represents innovation and quality at the highest level. This is reflected in all training and further education opportunities offered by CHIO Aachen CAMPUS. Learn from renowned equestrian personalities and gain insights into professional operations through the unique, international network of CHIO Aachen.



### RWTH International Academy

Benefit from the expertise of RWTH International Academy: The official further education academy of RWTH Aachen University establishes the university's state-of-the-art knowledge and provides you with further academic level professional and personal qualifications. Its innovative and interactive learning experience is a lasting, top-quality investment in your future.



## Operative Track Junior

This track is aimed at young professionals with a secondary level education standard who have gained relevant previous (professional) experience (e.g., equestrian sport, side job, amateur) but want to expand their competences and international career perspectives in equestrian stable management. Thanks to the unique combination between management and equestrian knowledge, it opens up the career prospect of becoming an international stable manager.

## As an Operator in Equestrian Stable Management you

- ▶ organize the stable activities and coordinate the interface with the office
- ▶ know the basic models, theories and principles of business management
- ▶ understand the complex relationships between equine welfare and performance and know about horse transport regulations
- ▶ apply your skills in the internship and gain holistic insights into the management of a professional competition stable
- ▶ expand your network in the equestrian industry and learn with your peers



One year



English



Intense schedule,  
combinable with side job



€ 8,000



Interactive online course  
with on-site events



Professional Certificate

# Course Schedule

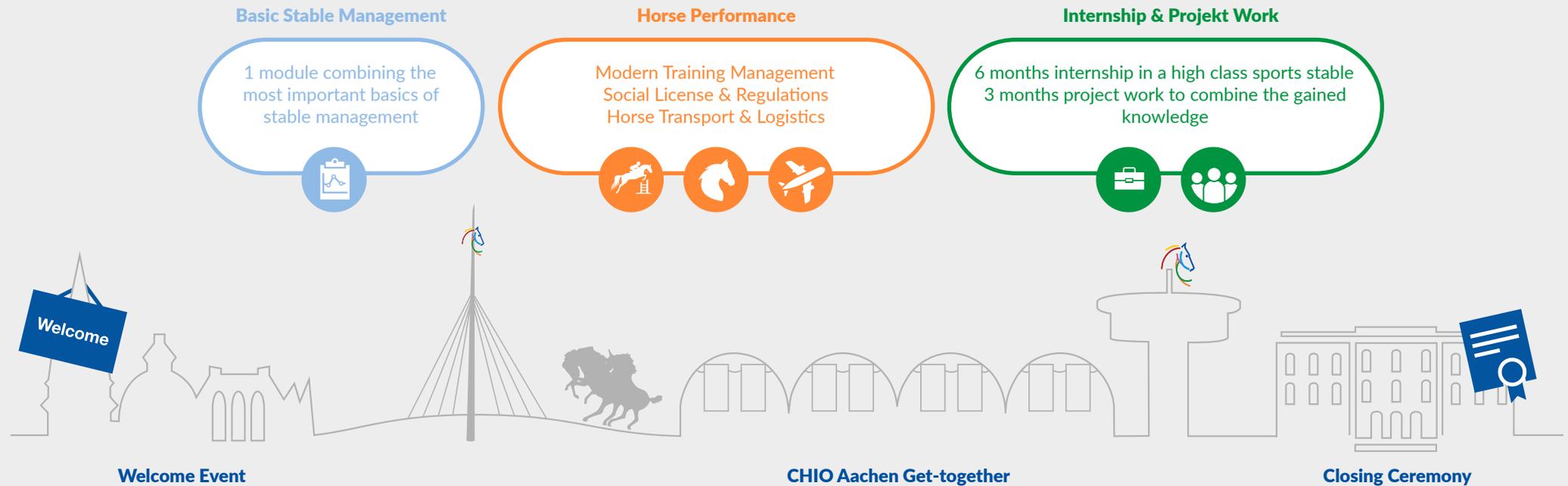
## Operative Track

With four intense modules on the topics of basic stable management and horse performance, the track prepares the participant to embark on a 6-month internship in a high-class sport stable. This allows to put the theoretical knowledge learned into practice and make a real impact. At the same time, the participant networks, makes observations and gathers input for the following project work and final presentation.

# Teaching Style

## Operative Track

Take advantage of intensive learning with on-demand videos and flexible learning materials so you can continue to work a side job. Meet the other participants and lecturers for online sessions to apply and discuss the acquired knowledge. During your internship and the three on-site events you gain exclusive insights into the partner stables and network with equestrian business experts and companies.





## Executive Track Senior

This track addresses people with a vocational training or studies in a related field or with three years of relevant working experience in equestrian sports. It offers the opportunity to reach higher positions with more responsibility and less physical work. People with a high motivation and a strategic and structured thinking can expand their knowledge and competences needed for the higher management of an equestrian business.

## As an Executive in Equestrian Stable Management you

- ▶ lead and optimize the stable overseeing all strategic management processes
- ▶ take responsibilities in your stable/company and profit from having less physical work
- ▶ think strategically and outside the box
- ▶ advance your stable management and horse performance competences
- ▶ apply your skills directly to your job
- ▶ benefit from the programs expert network and gain exclusive insights into the most successful stables in the world



One year



English



Balanced schedule,  
combinable with full-time job



€ 15,000



Interactive online course  
with on-site events



Professional Certificate

# Course Schedule

## Executive Track

The online course system allows for completion on a part-time basis. Since employees, such as grooms or riders, already have sound equine skills, participants acquire advanced business and administrative knowledge in finances, HR, marketing and strategy. In addition, on-site events with international experts from the equestrian sport business provide insights into case examples and enable networking with potential employers or business partners.

# Teaching Style

## Executive Track

Benefit from flexible learning with on-demand videos and learning materials so you can combine it with your full-time job. Meet the other participants and lecturers for online sessions to apply and discuss the acquired knowledge. During the three on-site events you can network with equestrian business experts from our partner stables.





## Basic Stable Management

### Operative Track Module

This module encompasses the most important principles of business administration that are necessary to be able to successfully accomplish the position of Stable Manager. The new theoretical contents will complement the practical experience you already bring with you on commencing the program. You will occupy yourself with the basic economic correlations and strategic thinking, which will bring your company forward in the equestrian sport. This involves the most important aspects comprising of cost management, process management, digitalization and HR. The learning objective here is for you to learn how to improve the organizational procedures in your equestrian sport business, organize your activities efficiently, calculate investments and make sustainable decisions. You will learn how to combine all of the important aspects so that nothing stands in the way of the success of your equestrian sport business.



## Finance Management

### Executive Track Module

Finance management is one of the most important factors necessary for being able to run a commercial business successfully and allowing it to grow. This module will specifically teach you how you can maintain the efficiency and competitiveness of your equestrian stable through monitoring, analysis and controlling the costs. You will learn how to handle the budget and will get to know financing models, which have to be taken into consideration for every investment. This will enable you to ensure that resources are used optimally and that any unnecessary expenditure is minimized. You will learn to calculate efficiently, weigh up risks and measure the impact of your investments. Equipped with the fundamental, theoretical knowledge, at the end of the module you will know among other things how to improve your training facilities, acquire a horse trailer or extend stable blocks. In the long run, you will thus be able to realize the long-term goals of your establishment.



## Project Management

### Executive Track Module

An efficient and well-working project management is a further important aspect that is required for keeping a business running successfully. In this module you will learn how to analyze the operational processes in your equestrian yard accurately so that you can subsequently optimize these, increase the efficiency and performance and in turn reduce the costs. In modern equestrian businesses it is important to retain the overview so any necessary changes to the organizational structure can be made. It is about the identification of bottlenecks, inefficient processes and unfavorable strategies. Processes can be automated through the use of technologies. On completing this module, you will be armed with the knowledge of how you can digitalize the tools of your riding establishment more readily. You will get to know software that will help you keep an eye on the most important data of all horses and automate the recurring processes in your equestrian yard.



## Human Resources Management

### Executive Track Module

The module teaches you the importance of your role as an employer in your equestrian sport business. Human Resources significantly influences the efficiency and performance of the company. You require a number of skilled workers in your equestrian yard to keep operations running smoothly, including professional riders, trainers, veterinarians, blacksmiths, grooms as well as technical and administrative employees. So, in this module you will occupy yourself with the recruitment of qualified, skilled workers. You will also learn how to promote your employees with training and educational measures to expand their skills and knowledge and satisfy the demands of the business. With the know-how of how to create a good work environment, you will be able to improve the employee motivation and satisfaction. Furthermore, you will learn which work-related and safety regulations you have to observe to ensure the health and safety of your employees.



## Modern Training Management

### Operative Track & Executive Track Module

International sport horses are top athletes. Important scientific training diagnostics and the vital signs should be taken into consideration when drawing up a health-preserving and performance-promoting training schedule. By understanding the veterinary basics, the metabolism of the horse and the influence of the horse's feeding plan, you will be able to bring your horses into top form. With the aid of manual and digital tools you will be able to provide and improve training and season planning for individual horses.



## Social License & Regulations

### Operative Track & Executive Track Module

The equestrian sport is built on a partnership-like relationship between the horse and rider. Unfortunately, the equestrian world is overshadowed by current scandals and concerns about animal welfare. As an Equestrian Stable Manager, you are partly responsible for the ongoing acceptance of the horse industry's standards by the general public.

The basic principles of equine welfare and the justification of the equestrian sport is addressed and discussed here. You will furthermore learn the important veterinarian regulations that apply for national and international shows, so you can optimally care for your horses and avoid doping.



## Horse Transport & Logistic

### Operative Track & Executive Track Module

Over the past decades the international equestrian sport has expanded strongly. Consequently, the show calendars of professional riders include shows all over the globe. As a result, the horses also travel and are transported increasingly. Learn the relevant processes and regulations that apply for the national, international, and intercontinental transport of horses (road, ship, airplane): From the vital signs and red flags of the horses during transport, to the border and customs regulations, through to the quarantine and import regulations.



## Marketing & Branding

### Executive Track Module

The way you present your equestrian barn to the outside significantly influences the success of the business. With the fundamental knowledge on marketing and branding this module conveys to you, you will have the opportunity to heighten the external image of your equestrian sport business so that it becomes extremely prestigious. You will learn which impact you can make with your altered brand image and how you can thus increase the attractiveness for horse owners, riders, sponsors and dealers. The knowledge gained here, i.e. how to carry out market research and keep an eye on the cost-benefit ratio of marketing measures, will enable you to run your equestrian sport business successfully. The aim is to generate and establish an authentic company image. You will learn which channels you can use to communicate successful marketing to generate in particular sponsors.



## Strategic Stable Planning

### Executive Track Module

In the final module of the track, which will teach you the most important aspects of strategic management, you will gain an extensive insight into how you can successfully push your equestrian sport business forward as a whole. Good and carefully planned strategic management in an equestrian yard contributes towards increasing the viability of your business, improving your competitiveness and ensuring long-term growth. This involves careful analysis, the establishment of clear goals, the selection of the right strategy as well as checking and monitoring the implementation so that the needs of the business are always satisfied. You have now already successfully completed the other modules and have gained a detailed overview of all relevant themes to get started as a stable manager. The only thing that is missing is knowing how to combine this know-how and implement and guarantee the right strategy.



## Mid-term Highlight: CHIO Aachen

This special on-site-event will take place at one of the most well-known showgrounds in the equestrian world, the CHIO Aachen. During the stay participants will have the opportunity to experience the Aachen atmosphere at the World Equestrian Festival.

Our participants get the unique opportunity to network with international experts from the CHIO Aachen. Moreover, this occasion gives them the chance to expand the scope of their business, get to know possible future employers, share their knowledge and expertise and get to know other participants of the program.

During the stay in Aachen, there will also be workshops and courses at the renowned RWTH Aachen University. Afterwards the participants will have the chance to discuss management concerns with long-time experts in this area of expertise.

After this on-site-event the participants from both tracks will either start their internship or return home, each with a lot of new contacts, experience and knowledge.



## Internship details

### Operative Track Module

As participants in the Operative Track tend to have gained little working experiences so far, a 6-month internship, which is designed to prepare working life after graduation, is included in the program. On top of the practical experience the participants gain an outstanding network through the integration into the working environment of the international equestrian sport.

After having theoretically learned about basic stable management, horse welfare, performance and transport in the online courses, the practical period is the heart piece of this track. In alignment with the theoretical contents, the participants gain an insight into all different parts and carry out the tasks of a stable manager in one of our high-class partner stables.

We are proud to offer internships throughout Europe and in the USA and more partners will join around the globe. This gives participants the opportunity to go abroad and improve their English skills, the main language in this industry. These valuable experiences prepare future stable managers for handling international shows, as well as managing a multi-cultural team.



## Project work

### Operative Track Module

In the final phase the project work rounds off the Operative Track of the program. By independently working on a specific topic within a limited period of time (approx. 3 months), the participants learn to develop a structured solution to a practical problem. The aim is to transfer the theoretical content from the online course into a concrete challenge in the partner barn, which will be elaborated in this scientific paper. Thematically, the project work can be chosen in the field of management or equestrian sports.

Optimally, the current stable manager can use the results of the work and implement the recommendations for action, thereby further developing the daily operation of the stable.

## Benefit from excellent partner stables

### Isabell Werth (Rheinberg, Germany)

The world's most successful dressage rider:

- ▶ 12 Olympic medals, 9 World Championship titles, 21 European Championship titles
- ▶ CHIO Aachen record winner: 14-time winner of the Deutsche Bank Prize, the Dressage Grand Prix of Aachen
- ▶ Self-employed with own dressage stable in Rheinberg since 2004; qualified lawyer since 2000
- ▶ Head coach of the dressage excellence program of the CHIO Aachen CAMPUS



### Holger Hetzel (Goch, Germany)

Internationally known training center for showjumping „Hetzel Horses GmbH“

- ▶ More than 35 nations cup participations and 2 silver medals at German Show Jumping Championships
- ▶ Pferdewirtschaftsmeister and degree in business administration
- ▶ Since 2000 state coach of the Rhineland Equestrian Federation for age groups ponies, children, juniors and young riders
- ▶ Training of jumping riders and horses, show jumper auction, jumping competitions



### John Madden Sales inc. (Cazenovia, New York, USA)

- ▶ Beezie was the first woman and the first American rider to reach the top three in the Show Jumping World Ranking List in 2004
- ▶ 4 olympic medals, individual and team silver at World Championships 2006 in Aachen
- ▶ John Madden, husband and manager of Beezie
- ▶ The Madden Method is their philosophy in horse training and stable management



### Jos Lansink Horses bvba (Meeuwen, Belgium)

Outstanding international successes as a show jumper and as a coach

- ▶ Olympic gold 1992 in Barcelona, World Championship title in Aachen 2006, 2 bronze team medals at World Championships
- ▶ Winner of the Grand Prix of Aachen 1992
- ▶ National coach of the Dutch show jumpers
- ▶ Head coach of the jumping excellence program of the CHIO Aachen CAMPUS

### Andrew Hoy Eventing (Leicestershire, UK)

- ▶ The only Australian rider to have ever competed in 8 Olympic Games
- ▶ 6 Olympic medals, 2 bronze team medals at World Championships
- ▶ Steffi Hoy, wife and manager of Andrew
- ▶ Training of eventing riders and horses, horse sales
- ▶ Pioneers in stable management and horsemanship



**"It is a great honour and pleasure for us to be a partner company of the new certificate program. The modern challenges for a professional and structured management of an international show stable are very complex, especially in terms of logistical, commercial and equestrian requirements, with the health and fitness of the horses always being the top priority."**

Andrew Hoy,  
partner of the program

### Cian O'Connor (Batterstown, Ireland)

- ▶ Individual Bronze Medal London Olympics
- ▶ Team Gold and individual Bronze EM
- ▶ 26 Winning Teams with Ireland
- ▶ Karlswood Stables, Batterstown, Ireland
- ▶ Show Jumping
- ▶ Competition, Training, coaching, high performance centre



## Application procedure & acceptance

This is how you apply

In order to qualify for our Equestrian Stable Management certificate program, it is initially important that you fulfil certain prerequisites. To qualify for the **Operative Track** we expect you to have a secondary level education and relevant previous (professional) experience (e.g., equestrian sport, side job, amateur). Additionally, you need to have a great passion for horses and show a high reliability.



To apply for the **Executive Track**, a vocational training/degree or studies in a related field or three years of relevant working experience are necessary. On top, you need to have a professional appearance, a great sense of responsibility and a strategic and structured thinking.



If you fulfil all of the requirements, nothing stands in the way of the actual application! **Fill the application form** out on our website including all of your important particulars and send us your cover letter and CV. We will already accept the first applicants at the end of May. The application **deadline is January 15st, 2024.**



After submitting your application online, you will receive a prompt reply from us. We will then invite you to a **personal interview**. Then, after the interview, all going well, you will be accepted as a participant of the Equestrian Stable Management Certificate Program.



## How to write an application

What do we expect you to communicate in your application?

In your letter of application we would like to learn who you are and why you would like to take part in the Equestrian Stable Management certificate program. Tell us what is motivating you to further educate yourself and take the next step in your career as a Stable Manager. Tell us about the exciting experiences you have already gained in the equestrian sport sector to-date and which occurrences have been particularly decisive in your career. Furthermore, let us know which goals you pursue that you would like to achieve in future as a Stable Manager.

We look forward to receiving a nicely designed CV containing your complete, personal data. It should additionally outline which professional assignments you have carried out in the past and which practical experience you have already gained that is relevant for the Equestrian Stable Management Certificate Program.





## Certificate

Which qualification will I receive and what is it worth?

After successful completion of a one-year course, you will receive an official „Professional Certificate“, issued by RWTH International Academy and the CHIO Aachen CAMPUS. Handed over this certificate during an official ceremony, you will be awarded with the title „Operator in Equestrian Stable Management“ or „Executive in Equestrian Stable Management“ and and your outstanding performances will be distinguished.

In addition to your personal data, it contains a list of all courses, the learning and working hours performed and of course your final grade.

This means you receive something very valuable, an internationally recognized certificate! Because together with the „Diploma Supplement“, where your future employer can read all the content of the course and the related learning objectives, your certificate confirms that you have acquired all of the important knowledge and skills needed to get started as a qualified Operator or Executive in Equestrian Stable Management.

## Outlook

Which future prospects are ahead of me?

The equestrian world carries on developing at high speed. Thanks to the unique combination between management and equestrian knowledge gained in our program, the graduates from both tracks will benefit from great career opportunities in the equestrian business.

Operative Track graduates are prepared to take on higher responsibility and thus relieve the stable owner/manager of management tasks.

Graduates of the Executive Track are further educated in management topics that prepare them to lead an international sport stable and keep track of all parts and areas of such an equestrian business. Moreover, they know how to be a good team leader and how to promote a safer, healthier workplace for the employees in the equestrian world.

Both levels of graduates can drive the modern development of the equestrian sports business forward with a professional approach to handling horses, combined with sound management skills and innovative thinking.



**Any further questions?**

**For more information on content, feel free to book yourself a consultation.**



**CHIO Aachen CAMPUS X RWTH International Academy gGmbH**  
info@equestrian-stable-management.com  
www.equestrian-stable-management.com