

Horse Enterprise Management

ANS4234

COURSE SYLLABUS

INSTRUCTOR

Dr. Saundra TenBroeck
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OFFICE HOURS

T, R 10:30 – noon or by appointment. Call or email to schedule a meeting time.

COURSE DESCRIPTION

ANS 4234 is a senior-level, two-credit hour, capstone course for students interested in careers in the horse industry. You will be challenged to locate information and resources and apply your knowledge to the management of horses and horse-related business ventures. You will be responsible for planning and assisting with one or more equine event.

PREREQUISITES

- ANS 3217C Eq. Health Mgt.
- ANS 3405 Equine Nutrition
- AGR 4234 Forages
- ANS 3319 Repro Phys
- AEB 3133 Prin. Agrib. Mngmt.

Electronics

Avoid electronic distractions. Silence (& ignore!) your phone during class. Use your laptop to take notes, not surf the internet.

COURSE OBJECTIVES

- √ Explore & evaluate available resources, products, and costs associated with managing horses.
- √ Apply new & previously learned knowledge to solve management problems.
- √ Understand spatial, behavioral, and economic considerations for horse facility development.
- √ Gain an appreciation for the business and legal aspects of managing a horse facility and/or event.
- √ Engage in discussion of events that affect the horse industry.
- √ Finesse oral and written communication skills.
- √ Gain appreciation of the scope of the horse industry.

DRESS CODE

You are required to attend all class and class-related activities dressed in an industry appropriate manner. Specifically, flip flops, sports bras, spaghetti strap tops, low cut tops, mid-drifts, shorts, and excessively low cut or baggie pants which expose the stomach or undergarments are considered unprofessional.

SCHEDULE

F 5th - 7th periods
11:45 – 2:45 Animal Sci. Bldg., Rm. 201 Larsen. or HTU.
Unless we take a field trip we will only meet 5th & 6th periods.

GRADING POLICY

Grade distribution:

Participation.....	25%
Assignments & Quizzes....	50%
Projects.....	25%

Grading Scale:

A	≥ 92%
A-	≥ 89 - < 92%
B+	≥ 86 - < 89%
B	≥ 82 - < 86%
B-	≥ 79 - < 82%
C+	≥ 76 - < 79%
C	≥ 72 - < 76%
C -	≥ 69 - < 72%
D+	≥ 66 - < 69%
D	≥ 62 - < 66%
D -	≥ 59 - < 62%
E	below 59%

- There is NO grading curve.
- To view UF policies for assigning grade points, visit: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

QUIZZES

There are NO EXAMS in this class. You will have announced quizzes over lecture material.

PARTICIPATION

Participation in this class serves as 30% of your final grade.

Participation includes:

- √ Attending all classes and trips
- √ Active participation in class discussions
- √ Serving as a reliable and productive member during group projects
- √ **Positive attitude**

ATTENDANCE POLICY

You are expected to be present for ALL lectures and activities. Failure to attend and participate will be reflected in your participation grade. When you miss a Friday you are essentially missing two class periods.

To be "present" you must:

- √ Be dressed appropriately (see "Dress Code" on page 1)
- √ Be in class on time
- √ Remain in class until dismissed by the instructor.

Valid absences include:

- Medical emergency (*ie written & signed note from a medical doctor is required*)
- Participation in a UF-sanctioned activity (*a letter from the supporting faculty is required PRIOR to the absence*)
- Other emergencies or conflicts must be cleared through Dr. TenBroeck.

■ Missed work from absences is your responsibility to obtain.

Requirements for class attendance and make-up quizzes, assignments and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.a.spx>

WEEKLY ASSIGNMENTS

You will have homework assignments at least once per week. In general, assignments will encompass:

- √ Individual and group projects
- √ Written and oral reports
- √ Analysis of case studies
- √ Researching, summarizing and reporting on specific topics
- √ Sharing sources of information with the class

Specific instructions for each assignment, along with due dates, will be provided in class or through the email list serve.

NO LATE ASSIGNMENTS will be accepted without prior approval.

EVENT MANAGEMENT PROJECTS

Your specific career goals may differ, but most of you plan to work within the horse industry.

Event management utilizes many of the skills you will need to be successful in any area of the horse industry: networking, planning, organization, marketing, advertising, budget management, knowledge of horse, and the ability to relate to horse owners.

Students will have the opportunity to participate in the planning and hosting of two major events that will occur over the next 3 months.

"Ropin' in the Swamp"

hosted by the Block & Bridle Club, Saturday & Sunday, March 21 & 22, at the Horse Teaching Unit.

Two-year-old-in-training sale at the HTU, **April 18th** This is our sixth live auction and members of this class as well as Intermediate Horse Training are responsible for the planning and conduct of the sale.

Details for these assignments will be provided separately and your efforts toward the successful completion of these events will count as 25% of your final grade.

CURRENT EVENTS DISCUSSIONS

Periodically during the semester we will discuss current events that are/may impact the horse industry. Students will be asked to research and bring in articles relevant to discussion topics. Each student must turn in a copy of the article, along with its source (trade magazine, web address, etc.). Articles will be discussed in class as time permits, so be prepared to provide your thoughts and opinions on your article, as well as those from other students.

FIELD TRIPS

To broaden your exposure to various horse operations and services allied with the horse industry, two fieldtrips will be taken. We will travel in departmental vans and will return in time for your 8th period classes. It is imperative that you be on time for class on field trip days.

Textbook:

No textbook is required for this course. Strongly Recommend Strengths Finder 2.0 by Tom Rath with the online test. Amazon.com

Software Use:

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Academic Honesty

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."* You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures

regarding academic integrity and the Student Honor Code.

Violations of the Honor Code at the University of Florida will not be tolerated.

Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>.

Online Course Evaluation Process

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at

<https://evaluations.ufl.edu> .

Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at

<https://evaluations.ufl.edu/results>

Services for Students with Disabilities

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment,

providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation 0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general wellbeing are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

□ *University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575,*

www.counseling.ufl.edu/cwc/

Counseling Services
Groups and Workshops
Outreach and Consultation
Self-Help Library
Wellness Coaching

□ U Matter We Care, www.umatter.ufl.edu/

□ *Career Resource Center, First Floor JWRU, 392-1601,* www.crc.ufl.edu/

Schedule

- 1/10** Course introduction; Self-Assessment; Exploring “success”; Business structure
- 1/17** Business plan; Marketing, Marketing You; Resume
- *1/21 & 22** CRC Career Showcase* 9:00 a.m. – 3 p.m. Exactech Arena
- 1/24** Advertising; Finance
- 1/31** Committee work; Legal Issues
- * 2/6** Career Expo * 10:00 – 3:00 Reitz Grand Ballroom
- 2/7** Quiz; Sale discussion; Contracts & release forms
- 2/14** Insurance; Taxes
- 2/21** Guest: Chad Johnson, Auctioneer
Group work – Sale Flyers & descriptions
- 2/28** Event updates; Labor issues; Industry Issues
- ** 3/2 – 3/6** Spring Break **
- 3/13** Facility design; Facility evaluation; Waste management
- 3/20** R.I.T.S. Preparation
- *3/21&22*** Ropin in the Swamp Event
- 3/27** Financial summaries; Stress and Health management
- 4/3** Field Trip
- 4/10** Field Trip – OBS Manufacturing – Ty Springer
- 4/17** Prepare for horse sale – meet at HTU
- *4/18*** Performance Horse Sale – 9:00a.m. – 4:00 p.m.
- 4/24** Reading Day; Graduating Senior luncheon – Straughn
- 4/30** 12:30 – 2:30 Thursday - Course Wrap-up
Review of sale and pot-luck lunch