Horse Enterprise Management
ANS4234
COURSE SYLLABUS

INSTRUCTOR
Dr. Saundra TenBroeck
Room 100 ANS Bldg
Telephone: 392-2789
E-mail: sht@ufl.edu

OFFICE HOURS
M, W 10:00 – noon or by appointment. Please 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 Equine Health Mgt.
• ANS 3405 Equine Nutrition
• AGR 4234 Forages
• ANS 3319 Repro Phys
• AEB 3133 Prin. Agrib. Mngmt.

NO CELL PHONES
Cell phones must be turned to vibrate and put away during class period unless being used for a class assignment.

DEPARTMENT CHAIR
Dr. Geoffry Dahl
100 Bldg 499
Telephone 352 392 1911
Email: gdahl@ufl.edu

SCHEDULE
M, F 7th period
1:55 – 2:45 Animal Sci. Bldg., Rm. 151. Some weeks we will travel to HTU or other locations.

GRADING POLICY
Grade distribution:
Participation……………………35%
Assignments & Quizzes….35%
Projects………………………30%

Grading Scale:
A = 92-100%
A - = 89-91.9%
B+ = 86-88.9%
B = 82-85.9%
B - = 79-81.9%
C+ = 76-78.9%
C = 72-75.9%
C - = 69-71.9%
D+ = 66-68.9%
D = 62-65.9%
D - = 59 - 61.9%
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 may have announced or unannounced quizzes over lecture material.

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.

PLEASE NOTE:
Cell phones must be turned to vibrate and put away during class period unless being used for a class assignment.
Attendance and Make-Up Work
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.asp

PARTICIPATION
Participation in this class serves as 35% 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 required to be present for ALL lectures and activities. To be “present” you must:
√ Be dressed appropriately (see “Dress Code” on page 1)
√ Be in class at the official start time (11:45 a.m.)
√ 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.

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.

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, March 17th, at the Horse Teaching Unit.

Two-year-old-in-training sale at the HTU, April 21st. This is our fourth 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 30% 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 or more 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

1/8        Course introduction, getting acquainted
1/12       Self-Assessment; Business structure; HW 1 due
1/15       MLK Holiday
1/19       Sale discussion, Committee work; business plan
1/22       Guest: Chad Johnson, Auctioneer, HW 2 due
1/26       Marketing, resume
1/29       Advertising Discussion, HW 3 due

** 1/30 & 31 CRC Career Showcase**

2/2        Finance
2/5        Legal Issues

** 2/8     Career Expo **

2/9        Contracts & release forms, HW 4 due
2/12       Insurance
2/16       Taxes; HW 5 due
2/19       Group work – Sale Flyers – outside of class
2/23       Event updates; labor issues
2/26       Photography

** 3/2     National Block & Bridle Convention – no class**

** 3/5 – 3/9 Spring Break **

3/12       Discussion of Labor Issues HW 6 due
3/16  R.I.T.S. Preparation
3/17  Ropin in the Swamp Event
3/19  Facility design
3/23  Facility evaluation
3/26  Jeopardy – Race industry
3/30  Waste management
4/2   BMP development and implementation
4/6   Feeding management
4/9   Case study discussion
4/13  Breeding management
4/16  Case study discussion
4/20  Stress and Health management
**** 4/21 Performance Horse Sale – 9:00 a.m. – 4:00 p.m.
4/23  Financial summaries and Course Wrap-up
4/30  11:00 – 12:00 Review of sale and pot-luck lunch