

Horse Enterprise Management

ANS4234

COURSE SYLLABUS

INSTRUCTOR

Dr. Sandra TenBroeck
100 Bldg 459
Telephone: 392-2789
E-mail: sht@ufl.edu

OFFICE HOURS

M, W, 1:00 – 3:00 or by appointment. Please call or email to schedule a meeting time.

SCHEDULE

Tuesdays
Periods 8 - 10 (3:00 - 6:00p.m.)
Animal Sci. Bldg., Rm. 151
Some weeks we will travel off campus and we may return later than 6:00.

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.



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 or event.
- √ Engage in discussion of events that affect the horse industry.
- √ Finesse oral and written communication skills.

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.

GRADING POLICY

Grade distribution:

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

Grading Scale:

A	= 91-100%
A -	= 88-90.9%
B+	= 85-87.9%
B	= 81-84.9%
B -	= 78-80.9%
C+	= 75-77.9%
C	= 71-74.9%
C -	= 68-70.9%
D+	= 65-67.9%
D	= 61-64.9%
D -	= 58 - 60.9%
E	= below 58%

- There is NO grading curve.
- You have ONE WEEK after the return of any graded item to resolve any questions. After that, all grades are final.
 - Retain all graded items until assigned a final course grade.
 - To view UF policies for assigning grade points, visit: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

PARTICIPATION

Participation in this class serves as 25% 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

ACADEMIC HONESTY

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

"I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty, and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the university."

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 (3:00 p.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.
- **If you miss a class, it is YOUR responsibility to obtain any information announced in class.**

WEEKLY ASSIGNMENTS

There are NO EXAMS in this class! However, 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 only.

NO LATE ASSIGNMENTS will be accepted.

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.

QUIZZES

Although this course has no exams, you will likely be quizzed over lecture material. Upcoming quizzes may be announced or unannounced.

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 21st, at the Horse Teaching Unit.

Two-year-old-in-training sale at the HTU, **April 25th**. This is our first 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.

NO CELL PHONES

Cell phones must be turned completely off during class period. No ringing. No vibrating.



Additional Information

ANS Department Chair

Dr. Geoffry Dahl

Animal Sciences, Bldg 499 Rm 100
Phone: 392-1911

Disability Accommodation

"The Dean of Students Office provides individual assistance to students with documented disabilities based upon the need and impact of the specific disability. There is no requirement for a student to self-identify his/her disability. However, students requesting classroom accommodations must register with the Dean of Students Office in 202 Peabody Hall, 392-1261 (Voice) 392-3008 (TDD)."

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.

UF Counseling Services

Resources are available on-campus for students having personal problems or lacking clear career and academic goals which interfere with their academic performance. These resources include:

1. **University Counseling Center**
301 Peabody Hall, 392-1575
personal and career counseling
2. **Student Mental Health**
Student Health Care Center, 392-1171
personal counseling
3. **Center for Sexual Assault/Abuse Recovery and Education**
Student Health Care Center, 392-1161
sexual assault counseling
4. **Career Resource Center**
Reitz Union, 392-1601
career development assistance and counseling
5. **Campus Alcohol and Drug Resource Center**
202 Peabody Hall, 392-1261
drug and alcohol counseling
6. **Office of International Studies and Programs**
123 Tigert Hall, 392-1345
assistance provided for international students

Tentative Schedule

- 1/6** No class meeting
- 1/13** Course introduction, resumes, discussion of 2 year old sale
- 1/20** Marketing and Sales, Sale flyer due – Auctioneer
- 1/27** Legal Issues, contracts & release forms
- 2/3** Insurance, taxes, labor issues
- 2/10** Event management updates and committee work
- 2/17** Facility design and evaluation
- 2/24** Field Trip – Woodside Ranch – Brian and Brandon Rice
- 3/3** Spring Break
- 3/10** Current events discussion; 2 Y. O. Sale; & R.I.T.S.
- 3/17** Reproductive management/case studies
- 3/21** Ropin' in the Swamp Event
- 3/24** Business structure, business plans
- 3/31** Nutritional management/case studies
Stress and Health management
- 4/7** Field Trip to Meredyth South – Justin Showalter
- 4/14** Financial Planning – Guest Speaker Hugh Dailey
Community Bank & Trust of Florida
- 4/21** Sale preparation
- 4/28** Financial summaries and Course Wrap-up
- 4/27 – 5/1** Exit interviews – by appointment