

Horse Enterprise Management

ANS4234

COURSE SYLLABUS

INSTRUCTOR

Dr. Saundra TenBroeck
Room 231C ANS Bldg.
Telephone: 392-2789
E-mail: sht@ufl.edu

OFFICE HOURS

T, R 9:30 – 11:00 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 an equine event.

PREREQUISITES

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

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

Friday 5th – 7th, HTU. Regular class meetings will be for two periods 12:50 – 2:45 (6th & 7th). Field trips will require leaving the HTU at **11:45**. We will return by **2:45**.

GRADING POLICY

Grade distribution:

Participation.....35%
Assignments & Quizzes...45%
Projects.....20%

Grading Scale:

A > 92%
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%

To view UF policies for assigning grade points, visit: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

QUIZZES

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

PARTICIPATION

Participation in this class serves as 35% of your final grade.

Participation includes:

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

ATTENDANCE POLICY

You are expected 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 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.**

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/UGRD/academic-regulations/attendance-policies/>.

ASSIGNMENTS

You will have homework assignments and/or a quiz at least once per week. In general, assignments will encompass:

- √ Review of course information
- √ 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 CANVAS.

NO LATE ASSIGNMENTS will be accepted without prior approval.

EVENT MANAGEMENT PROJECT

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 horses, and the ability to relate to horse owners.

Students will be expected to participate in the planning, preparation and hosting of the 2025 “Sale in the Swamp”. Details for the assignments will be provided via CANVAS and your efforts toward successful completion of this event will count as 20% of your final grade.

Two-year-old-in-training Sale

This is our eleventh auction. In 2020 we converted to an on-line platform. We have continued that format with an in-person **Sale Preview** event scheduled for

April 26th. Members of this class as well as students in Intermediate Horse Training are responsible for the planning, preparation for and conduct of the preview and sale. Horse Enterprise students will be required to visit with the Intermediate Horse Training students each week to complete specific assignments related to the preview and sale. There will be outside of normal class time requirements including attendance at the Preview event.

ISSUES DISCUSSIONS

Periodically during the semester, we will discuss current issues that may impact the horse industry. Students will be asked to research information relevant to discussion topics. 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.

Textbook:

No textbook is required for this course. Recommend Strengths Finder 2.0 by Tom Rath with the online test, Horse Hobby or Equine Business by Cindy McCarthy and Love as a Business Strategy by Mohammad Anwar. Some lectures will be provided on CANVAS as narrated power point presentations so that we can use our face-to-face time for discussion and student presentations. There may be guest lecturers that will have to meet with us via Zoom.

Academic Honesty

UF students are bound by the Honor Pledge which states “*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code.*” On all work submitted for credit by students 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.*” The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. See the UF Conduct Code website for more information. If you have any questions or concerns, please consult with the instructor .

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). 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:

<https://policy.ufl.edu/regulation/4-040/>

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.

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general well-being 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.

Whole Gator App

The Whole Gator website and app connects UF students with resources dedicated to

supporting overall health and well-being. In addition to many of the resources below it also has strategies to practice self-care. <https://one.ufl.edu/whole-gator/topics>

Health and Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact 352-392-1575, or visit <https://umatter.ufl.edu/> to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center website <https://counseling.ufl.edu/> or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website. <https://shcc.ufl.edu/>
- University Police Department: Visit UF Police Department website <https://police.ufl.edu/> or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515

SW Archer Road,
Gainesville, FL 32608;
Visit the website.
<https://ufhealth.org/location/uf-health-shands-emergency-room-trauma-center/>

- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the website <https://gatorwell.ufsa.ufl.edu/> or call 352-273- 4450.
- Student Success Initiative, <http://studentsuccess.ufl.edu> .

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392- 1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.

- Teaching Center: 1317 Turlington Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

- Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.

- Academic Complaints: Office of the Ombuds; Visit the Complaint Portal webpage for more information.

- Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the Student Complaint Procedure webpage for more information. <https://www.ombuds.ufl.edu/complaint-portal/>

Student Complaints:

- Residential Course: <https://www.ombuds.ufl.edu/complaint-portal/>
- Online Course: <https://pfs.tnt.aa.ufl.edu/stat-e-authorization-status/#student-complaint>

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. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at: <https://gatorevals.aa.ufl.edu/students/> . Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/> . Summaries of course evaluation results are available to students at: <https://gatorevals.aa.ufl.edu/public-results/>.

Class Schedule

1/17	Course introduction; Self-Assessment; Event planning discussion
1/24	Business structure; Business plan
1/31	Marketing; Generational IQ; Advertising
2/7	Legal Issues; Contracts & releases
2/14	Preview discussion and updates; Group work – Sale Flyers
2/21	Insurance, Taxes
2/28	Financing; Modeling your message;
3/7	Facility design & Evaluation; Waste management
3/14	Field trip FTBOA - Tammy Gant; Business Plan due
3/17-21	<i>Spring Break</i>
3/28	Stress and Health management; Case studies
4/4	Field trip: Black Prong/Oak Ridge Zoe Bowden
4/11	Virtual Field Trip – OBS Manufacturing – Ty Springer
4/18	Review Sale Preview Event & finalize job descriptions
4/25	<i>Reading Day; Graduating Senior reception – 12:30 Straughn</i>
4/26	<i>Performance Horse Program & Sale Preview – 10:00 a.m. – 3:00 p.m.</i>
5/03	<i>Sale Closes/Commencement/ Kentucky Derby</i>