

Horse Enterprise Management

ANS4234

COURSE SYLLABUS

INSTRUCTOR

Dr. Saundra TenBroeck
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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. 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

T 5th period synch. virtual (10543) R 11:55 – 1:15 HTU (27644)R 1:25 – 2:45 HTU

GRADING POLICY

Grade distribution:

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

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%

- There is NO grading curve.
- 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 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**

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.

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

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 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 horse, and the ability to relate to horse owners.

Students will have the opportunity to participate in the planning and hosting of the

Two-year-old-in-training sale April 24th

This is our seventh auction. Due to Covid restrictions last spring, we converted to an on-line platform. We will follow that model again for 2021 with an in-person preview event. Members of this class as well as students in Intermediate Horse Training

are responsible for the planning and conduct of the preview and 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.

Textbook:

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

COVID

We will have face-to-face sessions each Friday to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are always required to wear approved face coverings during class and within

buildings. Following and enforcing these policies and requirements are all our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.

- The HTU has capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Practice physical distancing to the extent possible when entering and exiting the bleachers.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies, go to: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Lectures will be delivered online using the Zoom platform. Sessions may be audio visually recorded for students who are

unable to attend live (University excused absence). Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

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. 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/>

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, <https://disability.ufl.edu/>

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.

- *University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu*

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

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

- *Career Connections Center, First Floor JWRU, 392-1601, <https://career.ufl.edu/>.*

- Student Success Initiative, <http://studentsuccess.ufl.edu> .

Student Complaints:

- Residential Course: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> .

Schedule

1/12	Course introduction; Self-Assessment
1/15	Business structure; Exploring “success”
1/19	Business plan; Sale discussion
1/22	Personality Profile/Colors
1/26	Marketing
1/29	Present Business plan; Generational IQ
2/2	Advertising
2/5	Present Ads: good and bad
2/9	Modeling your message on Social Media
2/12	Guest Danette Philpot - Equine Photography
2/16	Legal Issues
2/19	Guest: Chad Johnson, Auctioneer
2/23	Contracts & releases
2/26	Guest: Laurie Mays - Workforce initiative
3/2	Insurance
3/5	Present Contract or release forms
3/9	Taxes
3/12	Group work – Sale Flyers
3/16	Facility design
3/19	Facility evaluation
3/23	Finance
3/26	Waste management.
3/30	Stress and Health management
4/1	Group work – Descriptions
4/6	Virtual Field Trip – OBS Manufacturing – Ty Springer
4/9	Present Stress Scenario
4/13	Virtual Field Trip FTBOA

- 4/16 Presentations**
- 4/20 Course wrap-up and review**
- 4/23 Reading Day; Graduating Senior luncheon – Straughn**
- 4/24 Performance Horse Sale Preview – 10:00a.m. – 1:00p.m**
- 4/27 8:30 – 9:30 Tuesday or TBA**
Course Wrap-up; Review of sale; pot luck brunch