

# Horse Enterprise Management

## ANS4234

### COURSE SYLLABUS

#### INSTRUCTOR

**Dr. Saundra TenBroeck**  
Room 100 ANS Bldg.  
Telephone: 392-2789  
E-mail: [sht@ufl.edu](mailto: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. 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 5<sup>th</sup> – 7<sup>th</sup> periods **12:00** – 2:45  
Class meetings will be at the HTU for two periods (6-7). For field trips, we will leave the HTU at **11:45** and return by 5:00.

#### GRADING POLICY

Grade distribution:

Participation.....30%  
Assignments & Quizzes....50%  
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 30% 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. 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.**

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 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 be expected to participate in the planning and hosting of the Sale in the Swamp and Ropin' in the Swamp events. Details for these assignments will be provided separately and your efforts toward the successful completion of these events will count as 20% of your final grade.

## Two-year-old-in-training Sale

This is our tenth auction. In 2020 we converted to an on-line platform. This worked so well we have continued that format with an in-person **Sale Preview**

event scheduled for April 20<sup>th</sup>. Members of this class as well as students in Intermediate Horse Training are responsible for the planning and conduct of the preview and sale.

## Ropin' in the Swamp

Originated with the Horse Enterprise Management class, this event is currently hosted by the B&B Club. Students enrolled in this class are expected to serve on committees and be in attendance to assist on either **Mach 22<sup>nd</sup> 23<sup>rd</sup> or 24<sup>th</sup>**. Sign up sheets with specific time slots and duties will be circulated in class.

## 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.

## 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, 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](http://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/](http://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/> .

**Class Schedule**

<b>1/12</b>	<b>Course introduction; Self-Assessment; Business structure;</b>
<b>1/19</b>	<b>Business plan;</b>
<b>1/26</b>	<b>Marketing; Generational IQ; Advertising</b>
<b>2/2</b>	<b>Legal Issues; Contracts &amp; releases</b>
<b>2/9</b>	<b>Guest: Chad Johnson, Auctioneer; Business Plan due</b>
<b>2/16</b>	<b>RITS, &amp; Sale discussion; Group work – Sale Flyers</b>
<b>2/23</b>	<b>Insurance, Taxes</b>
<b>3/1</b>	<b>Modeling your message; Financing</b>
<b>3/8</b>	<b>Field Trip FTBOA/OBS - Tammy Gant</b>
<b>3/11-15</b>	<b><i>Spring Break</i></b>
<b>3/22</b>	<b>RIT preparations – no in class meeting</b>
<b>3/22-24</b>	<b><i>Ropin in the Swamp</i></b>
<b>3/29</b>	<b>Facility design &amp; Evaluation; Waste management Stress and Health management</b>
<b>4/5</b>	<b>Field trip: Black Prong/Oak Ridge      Zoe Bowden</b>
<b>4/12</b>	<b>Review Sale Preview &amp; finalize job descriptions Virtual Field Trip – OBS Manufacturing – Ty Springer</b>
<b>4/19</b>	<b>Final sale preparations &amp; write buyer thank you notes</b>
<b>4/20</b>	<b><i>Performance Horse Sale Preview – 1:00p.m – 3:00p.m.</i></b>
<b>4/26</b>	<b><i>Reading Day; Graduating Senior reception – 12:30 Straughn</i></b>
<b>4/27</b>	<b><i>Sale Closes</i></b>
<b>5/3</b>	<b>12:00 Wednesday - Course Wrap-up; Review of sale</b>
<b>5/4</b>	<b><i>Saturday: Kentucky Derby</i></b>