

## COURSE SYLLABUS FOR EQUINE SCIENCE 2

### Equine Industry

Instructor: M. Anema

#### Course Description and Objectives:

This course explores the size and scope of the equine industry; analyzes different components of horse markets; and introduces various business aspects and career opportunities within the industry. Personal marketing, effective communication skills (verbal and nonverbal), analysis of career goals, and development of skills necessary for career success are also presented. A portion of this course may include guest presentations from industry professionals designed to describe careers within the horse industry. Class members also participate in the planning, marketing and management of the annual AAEC Equine Extravaganza. *\*\*This course is required for the Equine Studies Certificate.*

#### Class Structure:

The course is worth 0.5 elective credits and is designed as a semester long class that meets four times weekly (MTWR; 55 minute instructional periods). The class will consist primarily of lecture format and discussions. Projects will also be assigned to help reinforce the material presented in lecture. Some projects will require students to give oral presentations. Students will be expected to work both on their own and in groups for various assignments. Students are also expected to develop/use good methods of taking notes from class lectures and should expect to take notes daily. Class notes will serve as the primary source for reference and study material for exams. Students are encouraged to keep their notes, handouts, and class work organized in a three-ring binder. Students are also expected to compile and keep a subject dictionary of vocabulary terms presented in class.

**\*\*Prerequisites:** Equine Science 1, (Intro to Business recommended)

#### Class Expectations:

**Participation: Success is 90% attitude, 10% aptitude.** Students are expected to arrive at class on time, prepared and willing to participate. A sincere, honest effort is the best way to assure success. **Students are expected to ask questions whenever anything is unclear or need help in understanding a concept.**

**Attendance: Regular attendance is CRITICAL for successful completion of this class.** Students are expected to attend EVERY class. Students are expected to arrive at class **ON TIME**. Students having more than 10 absences in a class that meets daily may be dropped from the class, and/or are likely to receive a failing grade. Special consideration will be given to absences resulting from extended illness and will require parental and/or medical notification. In extenuating circumstances, a final determination of the grade will be made at the discretion of the teacher and administration. **Come to class and be ready to learn.**

**Adherence to AAEC Policy:** Students are expected to know and follow AAEC and PVCC rules concerning appropriate dress and conduct. No hats or sunglasses will be worn during class. Students not complying with dress code will not be allowed to attend class, and will take an unexcused absence. Cell phones are to be turned OFF, kept in backpacks or purses, and may be confiscated if they disrupt class. Confiscated cell phones can only be retrieved by a parent from the office. No drink, food, or gum allowed in the classroom except for bottled water.

**Respect: This class is an elective, and it is a privilege to attend. Students are expected to demonstrate respect to the learning environment, their instructor, themselves and other students. This respect includes courtesy, compliance, tolerance, and professionalism.**

Recognize the good in yourself  
Every person is special and has something to offer  
Show consideration for those around you  
Provide support and encouragement to your peers  
Earn respect by showing respect  
Cooperate with your peers and your teacher  
Together, we can all make a difference!

#### Homework/Assignments/Dictionaries/Tests:

Homework and projects, along with respective due dates, will be assigned throughout the semester. **Students need to strive to produce quality homework that is neat, legible and grammatically correct.** Late assignments will **NOT** receive a grade, but are required to be completed and turned in for the student to be eligible for extra credit. Class notes will serve as the primary reference and study material for exams. **It is the student's responsibility to make sure he/she has all the notes prior to exams.** It is extremely important to get missed notes (from peers), and assignments (from the teacher) *immediately* upon returning to class after an absence. Reviews for the exams will also be provided. Students are encouraged to **regularly** review their class notes and vocabulary terms to stay current with class material and discussions. Students will also need to keep a separate binder section or notebook set aside for a personal dictionary. The dictionary will be comprised of context vocabulary terms and definitions presented daily in class. Students are *strongly* encouraged to have AND use a calendar/day planner.

\*Students who are absent when an assignment is given will be given an adjusted due date and the same amount of time to complete the assignment as students receiving the assignment on the original day.

\*\*Students scheduled to be absent on an exam day for an excused activity need to make arrangements prior to their absence to take the exam within a week's time of the original exam date. If no arrangements are made, students will take the exam the next class period they attend. Reviews are provided a week prior to exams and students absent the day before an exam are still expected to take the exam on the original exam date.

\*\*Students who fail to maintain a "C" or better grade in the class, or who are missing work will be expected to seek extra help and conference with the teacher. Supplemental help/time can be arranged after school for students who need extra instruction or make-up time to finish missing/late assignments.

#### Extra Credit:

Extra credit assignments and projects assigned and/or approved by the teacher are for **EXTRA CREDIT!** That means that **extra credit work will be applied to the student's grade ONLY AFTER the regularly assigned homework is completed and submitted.** Extra credit **WILL NOT** be substituted for regularly assigned homework, and will be limited to 50 possible points. Extra credit activities are best used to help reinforce lecture material, study for exams and boost scores a few percentage points - not for raising a grade that is significantly failing to passing.

Grading:

Grades will be determined by the quality of work on homework assignments, projects, quizzes, tests, participation and personal dictionaries. Percentage grades will be calculated on POINTS EARNED versus POINTS POSSIBLE (points earned divided by points possible). Students and parents can access class grades throughout the semester on the Genesis online program.

Standard grading scale:	90-100%	A	70-79%	C
	80-89%	B	69-0%	F

REMEMBER...no D's will be awarded. Students must earn a 70% or better to pass the class.

Participation points will be awarded for class activities assigned and completed in class, or for planner use on a **random** basis. IT IS IMPORTANT TO NOT MISS CLASS AND TO BE PREPARED!

**Instructor contact information: manema@aaechighschools.com; 602-569-1101 (AAEC-PV office)**

Students and parents are encouraged to contact the instructor by email or phone if they have questions regarding class policies, assignments, tutoring or grades.

*\*\*Instructor's disclaimer: The instructor reserves the right to change the class and grading policy as needed. Any changes will be in the students' best interests and announced when changed.*

## **COURSE TOPICS FOR EQUINE SCIENCE 2**

### **Equine Industry**

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- Unit 1:       The Scope of the Horse Industry
- Impact of the Horse Industry
  - The Future of the Horse Industry
- TEST
- Unit 2:       Horse Sales and Marketing
- Horse Markets
  - Selling Horses
  - Advertising Short Course
- TEST
- Unit 3:       Keys to Success for Horse Businessmen
- Determining Success or Failure
  - Steps Toward Success
- TEST
- Unit 4:       Equine Event Planning  
EXTRAVAGANZA
- Unit 5:       Career Success and Self-marketing
- Self-marketing
  - Effective Communication Skills
- TEST
- Unit 6:       Career Success and Interviewing
- Resume Writing
  - Interview Skills
- TEST
- Unit 7:       Business Aspects of Horse Operations
- Horse Farms - Business vs Hobby
  - Horse Farm Expenses
  - Insurance
- TEST
- FINAL

AAEC - Paradise Valley

**Syllabus Receipt**

Date: \_\_\_\_\_

Name: (print) \_\_\_\_\_

Class: Equine Science 2 - Equine Industry

Semester: \_\_\_\_\_

I have read a copy of the course syllabus for this class. Along with the instructor's discussion of the contents of the syllabus, **I have read it and understand the class objectives, procedures, and what is expected of me to earn credit and a specific grade for this class.** I have reviewed this syllabus with my parent(s).

Student signature: \_\_\_\_\_ Date: \_\_\_\_\_

Student email: \_\_\_\_\_

Parent signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent phone: \_\_\_\_\_

Parent email: \_\_\_\_\_

Parent contact preference: \_\_\_\_\_ phone \_\_\_\_\_ email

\*\*\*I have reserved the dates for the AAEC-PV Equine Extravaganza weekend. I realize that participation in the planning, organization, and presentation of this event is a part of this course and is **REQUIRED** to receive a passing grade.