

Course Outline Form: Winter 2018

General Information

Course Code: EQN*2070

Course Title: Equine Event Management II

Course Description:

This course will introduce skills required to organize equine events, such as horse shows and clinics. Major topics include event planning and budgeting, and managing event staff and volunteers. Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of Equine events.

Credit Weight: 0.50

Academic Department (or campus): Animal Biosciences

Campus: Guelph

Semester Offering: W2018

Class Schedule and Location:

Lectures: 1 T 11:30-12:20pm; ANNU 030

Lab: 3 Th 2:30 - 5:20 pm; ANNU 102

Instructor Information

Instructor Name: Katrina Merkies

Instructor Email: kmerkies@uoguelph.ca

Instructor Phone: 824-4120 x54707

Office location and office hours: ANNU 249; by chance or appointment

GTA Information

UTA Name: Julia Alebrand

UTA Email: jalebran@uoguelph.ca

UTA office location and office hours: by appointment.

Course Content

Specific Learning Outcomes:

1. plan and administrate small to large-scale equestrian events
2. minimize environmental impacts
3. prepare a financial budget
4. develop a marketing plan for an equestrian event
5. coordinate media relations
6. communicate with sponsors, competitors, judges, press and public
7. know legal risks and emergency procedures
8. utilize project management software

Lecture Content:

DATE	ACTIVITIES
Jan 9	Introduction - Review and progress of equine events for the semester
Jan 16	Public speaking – Master of ceremonies. PA systems.
Jan 23	EC and FEI rules; forms and permits. Prize lists, entry forms.
Jan 30	Managing teams of Professionals
Feb 6	Course design: western, jumping, cross country, dressage. How to be a scribe, jump judge.
Feb 13	Environmental impact of events
Feb 20	<i>Reading week – no classes</i>
Feb 27	Preparing a successful event bid
Mar 6	Event legacies
Mar 13	Traffic and biosecurity. Awards and trophies.
Mar 20	Midterm exam
Mar 27	<i>No lecture</i>
Apr 3	<i>Practice presentation – CanAm</i>

Labs:

DATE	ACTIVITIES
Jan 11	Event Management Software (Gantt, Horse show, Eventbrite) Group Meetings – develop individual contracts
Jan 18	Event post-mortem and evaluation Group Meetings – work on your event <i>Individual contracts due</i>
Jan 25	Group Meetings – create program for your event
Feb 1	Group Meetings – work on your event <i>Pre-event press releases due</i>
Feb 8	Group meetings – work on your event
Feb 15	<i>Final presentation – Equine Industry Symposium and Career Night Binder, peer evaluations and post-event press releases due – Equine Industry Symposium and Career Night</i> Group meetings – work on your event
Feb 22	<i>Reading week – no classes</i>
Mar 1	Group Meetings – work on your event
Mar 8	<i>Final presentation – Research Day Binder, peer evaluations and post-event press releases due – Research Day</i> Group meetings – work on your event
Mar 15	Group Meetings – work on your event
Mar 22	<i>Final presentation – College Royal Binder, peer evaluations and post-event press releases due – College Royal</i> Group Meetings – work on your event
Mar 29	Group Meetings – work on your event
Apr 5	Group Meetings – work on your event

Seminars:

N/A.

Course Assignments and Tests:

Assignment or Test	Due Date	Contribution to Final Mark (%)	Learning Outcomes Assessed
Individual contracts	Jan 18	5%	1-8
Press release	Feb 1	5%	1, 5, 6
Midterm exam	Mar 20	25%	1-8
Individual contract fulfillment	*	10%	1-8
Event presentation	*	10%	1-8
Final binder including post mortem	*	25%	1-8
Volunteer assignment	April 7	10%	2, 4, 5, 6, 7
Self and peer group assessments	*	10%	1, 6

*Due dates for these assignments vary with date of events.

Additional Notes (if required):

N/A.

Final examination date and time:

No final exam.

Final exam weighting:

N/A.

Course Resources

Required Texts:

None.

Recommended Texts:

[Equestrian Canada Rulebooks](#)

[FEI Rulebook](#)

EQN*2060 course notes and assignments

Lab Manual:

None.

Other Resources:

All course material and grades available on Courselink. Binders of past events are available for students to consult.

Information relevant to equine courses is available on the [University of Guelph LibGuides](#).

Field Trips:

N/A.

Additional Costs:

N/A

Course Policies

Grading Policies

The assignment of grades is based on the clearly defined standards published in the Undergraduate Calendar as follows:

- **80 - 100 (A) Excellent.** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
- **70 - 79 (B) Good.** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
- **60 - 69 (C) Acceptable.** An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
- **50 - 59 (D) Minimally Acceptable.** A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
- **0 - 49 (F) Fail.** An inadequate performance

Evaluation criteria used gives a measure quality of performance and not merely activity, including consideration of the student's ability to use correctly and effectively the language appropriate to the assignment. Assignments must be submitted electronically via Courselink

unless otherwise noted. Due dates and times are explicitly stated in the assignment information. Assignments are graded by rubrics, which are available on Courselink.

In this course, your instructor will be using Turnitin, integrated with the CourseLink Dropbox tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph. All submitted assignments will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site. A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment. All tests, assignments, reports, etc., will be returned to, or discussed with students, without undue delay and in any case before the last day of the examination period.

Missed Assessments & Classes: Alternate assessments will be offered only to students with documented medical, psychological, or compassionate reasons for missing a scheduled assessment [see Academic Consideration]. It is the student's responsibility to obtain notes/ learning materials from a missed class. Late assignments without the aforementioned documentation will be accepted with a penalty of 20% per day, up to a maximum of three days late. Assignments submitted later than 3 days will not be accepted and will result in a zero grade.

Course Policy on Group Work:

Assignments are expected to be individual work unless otherwise noted, and are graded as such. However, this course contains a large proportion of group work. All group members will receive the same grade for group work assignments unless otherwise approved by the Instructor. Any problems associated with group work should be brought to the attention of the instructor as soon as possible.

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

University Policies

Academic Consideration

The University of Guelph is committed to supporting students in their learning experiences and responding to their individual needs and is aware that a variety of situations or events beyond the student's control may affect academic performance. Support is provided to accommodate academic needs in the face of personal difficulties or unforeseen events in the form of Academic Consideration.

Information on regulations and procedures for Academic Consideration, Appeals and Petitions, including categories, grounds, timelines and appeals can be found in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

Detailed information regarding the Academic Misconduct policy is available in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment.

Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Student Accessibility Services (SAS), formerly Centre for Students with Disabilities (CSD), as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or visit the [Student Accessibility Services website \(http://www.uoguelph.ca/csd/\)](http://www.uoguelph.ca/csd/).

Course Evaluation Information:

End of semester course and instructor evaluations provide students the opportunity to have their comments and opinions used as an important component in the Faculty Tenure and Promotion process, and as valuable feedback to help instructors enhance the quality of their teaching effectiveness and course delivery.

While many course evaluations are conducted in class others are now conducted online. Please refer to the [Course and Instructor Evaluation Website](#) for more information.

Drop period:

The drop period for single semester courses starts at the beginning of the add period and extends to the Fortieth (40th) class day of the current semester (the last date to drop a single semester courses without academic penalty) which is listed in [Section III \(Schedule of Dates\) of the Undergraduate Calendar](#).

The drop period for two semester courses starts at the beginning of the add period in the first semester and extends to the last day of the add period in the second semester.

Information about Dropping Courses can be found in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Additional Course Information

All course information, grades and assignments are available on CourseLink. This course requires a significant amount of time input outside of classroom hours. Lab time will be spent in planning, marketing, organizing and running equestrian events. Learning concepts will occur in practical application of on-the-job training or job shadowing. Appropriate and professional attire is expected when attending equine events (eg. Long pants, shirt with collar, steel-toed boots must be worn when in the barns or arena areas).