



# EQN\*4400 Equine Industry Trends and Issues II

Fall 2023

Section(s): C01

Department of Animal Biosciences

Credit Weight: 0.50

Version 4.00 - September 01, 2023

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## 1 Course Details

### 1.1 Calendar Description

This seminar course integrates discussion on selected current global, national and regional issues in the equine industry, building upon knowledge gained in earlier courses. Current issues in the equine industry will be examined through discussion with an emphasis on professionalism.

**Pre-Requisites:** 12.50 credits including EQN\*2200

**Restrictions:** Registration in BBRM.EQM.

### 1.2 Course Description

This course integrates discussion on current global, national and regional issues in the equine industry, building upon knowledge gained in earlier courses. Current issues in the equine industry will be examined through debate and discussion.

### 1.3 Timetable

Tu/Th 13:00pm - 14:20pm

Location: 1715 LLC OVC

Timetable is subject to change. Please see WebAdvisor for the latest information.

**COVID-19 Disclaimer:** please be aware that the information on course delivery, accessibility and examinations presented in this outline were developed based on current University guidelines. However, due to the continuously evolving situation and resulting changes in public health recommendations, the format and delivery of this course may be revised with limited notice.

## 1.4 Final Exam

There will be a final written examination, essay format and completed during a regular 2 hour scheduled examination period, in which students will choose one of three scenario-based questions to answer. The examination will be completed electronically, and will be open-book, including internet access. This examination will be worth **20%** of the final grade. Completed essays must be submitted to CourseLink Dropbox and receipt confirmed before students leave the examination room.

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## 2 Instructional Support

### 2.1 Instructional Support Team

**Instructor:** Peter Physick-Sheard  
**Email:** pphysick@uoguelph.ca  
**Telephone:** 519-824-4120, x54053  
**Office:** 2532 STEWART BLDG, OVC  
**Office Hours:** Tuesday or Thursday, in person, by appointment, or at other mutually available weekday times, by Microsoft Teams.

If by video, the instructor will set up and send appointment details.

### 2.2 Communicating with your Instructor

During the course, your instructor will interact with you on various course matters on the course website using the following ways of communication:

- **Announcements:** The instructor will use **Announcements** and a **Course Schedule Page** on the CourseLink course site to provide you with course reminders and updates. Please check these pages frequently for course updates from your instructor.
  - **Email:** If you have a conflict that prevents you from completing course requirements, or have a question concerning a personal matter, you can send your instructor a private message by email. The instructor will attempt to respond to your email within 24 hours.
  - **Video Call:** If you have a complex question you would like to discuss with your instructor, you may book a video meeting on Teams (or alternate platform being used by your instructor). Video meetings depend on availability and are booked on a first come first served basis.
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## 3 Learning Resources

### 3.1 Required Resources

**Required Textbooks (Textbook)**

There are no required texts

**3.2 Recommended Resources****Recommended Textbooks (Textbook)**

There are no recommended texts.

**3.3 Additional Resources****Lab Manuals (Lab Manual)**

There are no lab manuals.

**Other Resources (Other)**

Materials will be posted on CourseLink throughout the course and students are expected to check the course CourseLink site at least daily. All industry magazines, periodicals, newsletters and websites, including OMAFRA, CFIA, and industry association/organisation websites (OE, EC, FEI) are potentially important sources for information on industry and equine issues. Regular media outlets (e.g., TV, radio, newspapers) and social media are additional potential sources of relevant information. Students are **required** to maintain a current awareness of all ongoing industry issues and all other issues that may have an impact on horses and the industry.

**Field Trips (Other)**

There are no planned field trips.

**Additional Costs (Other)**

Full participation in this course requires frequent Web access, including in-class access to CourseLink resources and Web searches. Access to a personal WiFi-enabled device is therefore necessary. This equipment is not provided by the course and must be supplied by the student.

If students elect to monitor an industry site or periodical for their MediaThreads course component that is not available through the University Library and that requires payment of a subscription or access fee they must be prepared to cover the cost of doing so.

**3.4 Course Technology and Technical Support****System and Software Requirements**

This course will use a variety of technologies including;

- CourseLink (main classroom)
- Web access

- Word processing (MS Word or Apple Pages)

To help ensure you have the best learning experience possible, please review the list of system and software requirements.

<https://opened.uoguelph.ca/student-resources/system-and-software-requirements>

### **CourseLink System Requirements**

You are responsible for ensuring that your computer system meets the necessary system requirements. Use the browser check tool to ensure your browser settings are compatible and up to date. (Results will be displayed in a new browser window).

<http://spaces.uoguelph.ca/ed/system-requirements/>  
<https://courselink.uoguelph.ca/d2l/systemCheck>

### **Course Technologies**

#### **CourseLink**

This course is being offered using CourseLink (powered by D2L's Brightspace), the University of Guelph's online learning management system (LMS). By using this service, you agree to comply with the University of Guelph's Access and Privacy Guidelines. Please visit the D2L website to review the Brightspace privacy statement and Brightspace Learning Environment web accessibility standards.

<http://www.uoguelph.ca/web/privacy/> <https://www.d2l.com/legal/privacy/>  
<https://www.d2l.com/accessibility/standards/>

#### **Technical Support**

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support.

Email: [courselink@uoguelph.ca](mailto:courselink@uoguelph.ca)

Tel: 519-824-4120 ext. 56939 Toll-Free (CAN/USA): 1-866-275-1478

Support Hours (Eastern Time):

Monday thru Friday: 8:30 am–8:30 pm

Saturday: 10:00 am–4:00 pm

Sunday: 12:00 pm–6:00 pm

### **3.4 Technical Skills**

As part of your learning experience, you are expected to use a variety of technologies for assignments, lectures, teamwork, and meetings. In order to be successful in this course you will need to have the following technical skills:

- Manage files and folders on your computer (e.g., save, name, copy, backup, rename, delete, and check properties);
- Install software, security, and virus protection;
- Use office applications (e.g., Word, PowerPoint, Excel, or similar) to create documents;

- Be comfortable uploading and downloading saved files;
- Communicate using email (e.g., create, receive, reply, print, send, download, and open attachments);
- Navigate the CourseLink learning environment and use the essential tools, such as Dropbox, Quizzes, Discussions, and Grades (the instructions for this are given in your course);
- Access, navigate, search the Internet using a web browser (e.g., Firefox, Microsoft Edge, Safari); and
- Perform online research using various search engines (e.g., Google) and library databases.

### 3.4 Library Access

As a student, you have access to the University of Guelph's library collection, including both physical and electronic materials. For information on checking out or couriering physical library items, accessing electronic journals and returning items to the library, visit the library's website.

If you are studying off campus and would like to access the library's electronic resources, use the Off Campus Login and login using your Single Sign On credentials or using your last name and library barcode.

<https://www.lib.uoguelph.ca/>

<https://www.lib.uoguelph.ca/campus-login>

#### **Ares**

For this course, you may be required to access course reserve materials through the University of Guelph McLaughlin Library. To access these items, select **Ares** on the navbar in CourseLink. Note that you will need your Central Login ID and password in order to access items on reserve.

For further instructions on accessing reserve resources, visit How to Get Course Reserve Materials.

If at any point during the course you have difficulty accessing reserve materials, please contact the e-Learning Operations and Reserve Services staff at:

Tel: 519-824-4120 ext. 53621

Email: [libres2@uoguelph.ca](mailto:libres2@uoguelph.ca)

<https://www.lib.uoguelph.ca/find/course-reserves-ares/how-get-course-reserve-material>

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## 4 Learning Outcomes

### 4.1 Course Learning Outcomes

By the end of this course, you should be able to:

1. Students will explore uses and abuses of the words "professional" and "professionalism" and, through discussion and discovery, develop a clear understanding of what it means to conduct oneself in a professional manner, and of what professionalism might look like in the context of engagement in the equine industry.
2. Students will develop their skills in objective, critical analysis by drawing together and systematically evaluating knowledge and insights they have acquired to this point in earlier parts of the program, and through their personal industry exposure. Through their ability to understand, evaluate and critique information sources and to identify and understand industry trends and issues, they will develop skills in formulating measured and productive responses and deepen their understanding of the human relationship with the horse.
3. Students will expand their ability to differentiate between objectively established fact, opinion, and anecdote through emphasis on the impact of an evidence-based approach, and will develop their awareness of obstacles to be encountered in adopting this approach in encounters with industry members. They will also enhance their ability to

assess evidence through critical evaluation of both scientific and lay literature.

4. Through the process of critically evaluating industry issues, students will identify and be able to describe the relevance of key areas in which graduates entering leadership positions in horse industries should excel, including:

- Literacy
- Numeracy
- Objectivity, Accuracy, Precision
- Judgement
- Self-awareness, Confidence
- Professionalism
- Mindfulness & Practicality
- Positivity
- Communication skills
- Mediation
- Business management
- Enthusiasm for the industry
- Industry-specific knowledge
- Responsible leadership
- Facilitation and guidance
- Engagement and Energy
- Knowledge currency
- Objective problem identification & resolution
- Promotion
- Knowledge transfer

5. Students will enhance their ability both to identify and explore roles for professionals in horse industries and to perform effectively in those roles.

## 4.2 Note from the coordinator

This is a fourth-year course in an honours program. Your academic careers at the University started with the emphasis being on presenting you with new information, and transitioned through the presentation of new concepts and ideas to place a progressively greater emphasis on how you make use of the information you have been given, your attitudes and approaches, and your ability to solve problems. Part of this process involves increasing emphasis on you taking responsibility for your own education - a responsibility that will prevail for the rest of your lives.

Having developed the ability to use your minds, you should now be taking the information and experiences you have acquired to synthesize new knowledge and understanding, to ask questions, and to join together seemingly disparate and unrelated bodies of knowledge as you formulate and explore questions and seek answers. Though the rote regurgitation of



facts may seem never-ending, that is in fact only a tiny part of the exercise. The time to become an independent, informed and engaged thinker is NOW. You will never stop learning, but for that learning to be productive your mind needs to be open and receptive. This is the frame of mind in which you should approach this course and your careers!

To explore further, take a look at the University's Learning Outcomes statements.  
<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/outcomes/index.shtml>

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## 5 Teaching and Learning Activities

### 5.1 Lecture

**Topics:**

The course will use a combination of discussion sessions, visiting guest speakers, student presentations, library/field research, and self-study. Skills in professionalism, writing, presentation, communication, and leadership and interpersonal skills will be emphasized throughout the course, as will students' ability to find, access and interpret a wide range of resources. This course is intended to be experiential and skills-oriented rather than content-driven.

The first four sessions are identified in the course schedule available online at the CourseLink Website, and will cover Orientation, Professionalism, Critical Analysis, Numeracy and Oral Presentation. Thereafter, topics will dynamically follow the issues identified by the class as worthy of, or needing, further exploration. There will be no set schedule of content. However, firm dates will be established as early as possible for student presentations. Students will play a primary, active role in all teaching sessions, with students presenting or moderating in some. All in-course student presentations will be by one person, or occasionally by two. One student will act as moderator. Guests may attend presentations.

### 5.2 Seminar

**Topics:**

Please see above.

### 5.3 Lab

**Topics:** There are no Labs in the course.

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## 6 Assessments

### 6.1 Marking Schemes & Distributions

Name	Scheme A (%)
Presentation	20
Assignment	20
Participation	20
Discussions	20
Final Assignment	20
Total	100

### 6.2 Assessment Details

#### Course Presentation (20%)

**Date:** On-going by Schedule TBA, starts Sept. 21st 2023

**Learning Outcome:** 1, 2, 3, 4, 5

Each student will make a presentation, to be evaluated by all course participants using a standard course presentation evaluation rubric (see CourseLink). Evaluations will be performed online using Pear. All submissions will be reviewed by the course coordinator, who will also evaluate the presentation using the same instrument and on an equal basis with students. All submissions will thus carry equal weight in grading. Evaluations will be signed. Students will have access to all evaluations of their own presentations. Cumulative scores from these forms will constitute **20%** of the course grade. Presentations start Thurs Sept 21st and continue throughout the course. Students will select their presentation date and topic on a first-come first-served basis via email with the course coordinator. Detailed guidelines will be posted on CourseLink.

#### Course assignment (20%)

**Date:** Due 8:00am, October 23, 2023

**Learning Outcome:** 1, 2, 3, 4, 5

Students will complete an assignment on an issue addressing industry professionalism. The topic will be of their choice and relevant to the course learning objectives. Assignments will be assessed using a standard course assignment evaluation form - a copy of this form is available on the course CourseLink website. Assignment details will be posted on CourseLink. Assignments will be due by 8:00 a.m. on Monday, Oct 23rd, and must be submitted electronically via CourseLink Dropbox. Assignments must be prepared individually, and all assignments *must* involve input from industry professionals outside the University and selected by the student. Assignment titles once selected by the students will

be posted on the CourseLink site, as will the completed (ungraded version of) assignments. This assignment will be worth **20%** of the course grade. Detailed guidelines will be posted on CourseLink. Assessment includes evaluation of the student's ability to communicate effectively using the written word. Students will consult with the course coordinator via email to select their topic.

### **Participation (20%)**

**Date:** On-going, starts Sept. 7th 2023

**Learning Outcome:** 1, 2, 3, 4, 5

Engagement in the course, including attendance, original contributions and constructive participation in in-class discussions, will represent 20% of the course grade, and will be assessed by the course coordinator at the end of the course. Students who anticipate difficulty participating in in-class discussions are encouraged to discuss this privately with the course coordinator at the beginning of the course. Evaluation starts from the first class session.

### **MediaThread Discussions (20%)**

**Date:** Thu, Sep 7, 2:20 PM - Tue, Nov 28, 2:20 PM

**Learning Outcome:** 1, 2, 3, 4, 5

Each student will take responsibility for an industry publication/website and will bring forward items of interest as online CourseLink **DISCUSSION** topics. Additionally, discussion threads will be opened on CourseLink on topics discussed in class and a forum for ongoing dialogue will be available through these links. Contributions to and constructive engagement in these discussions will represent **20%** of the course grade. Grading will be based in part on the number of threads started and read, and number of responses, but major emphasis will be on quality, timeliness, originality and centrality of contributions. Do not underestimate the significance of this assessment component - if you are not engaging in the discussions there is no basis for awarding a grade for this item. Discussions will be ongoing throughout the semester.

### **Final Examinationn (20%)**

**Date:** Thur Dec 7th, 2023, 14:30-16:30, TBA

**Learning Outcome:** 1, 2, 3, 4, 5

There will be a final written examination, essay format, in which students will choose one of three scenario-based questions to answer. The examination will be completed electronically on-campus during a scheduled examination period, and will be open-book, including internet access. This examination will be worth **20%** of the final grade. Completed essays must be submitted to CourseLink Dropbox and receipt confirmed before students leave the examination room. All essays will be examined using the CourseLink Turnitin tool before grading.

## **6.3 Additional Notes**

### **PROGRESS**

Because of the nature of this course, being partly based on continual assessments of participation and engagement, some students may feel the need for ongoing feedback in addition to that provided by the 40th class day on the assignments, which will have been graded and returned by that date. Accordingly, an ongoing "progress" score will be provided and updated each week. This will be accessible through CourseLink. Initially, all students will

start out with the same score. Scores will shift, in either direction, in relation to the class average. The score will be based on elements that can be objectively assessed such as participation in the Discussion groups, attendance, timely response to tasks such as arranging assignment and presentation titles, and contributions to in-class presentation assessments using the PEAR tool. The score will provide a RELATIVE (not an absolute) indication of how you're getting on. This score is for feedback only, and will NOT count toward the final course grade.

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## 7 Course Statements

### 7.1 Grading Policies

Assignments and presentation evaluations will include written feedback. Students carry the primary responsibility for seeking further feedback from the coordinator.

Assignment and presentation topics MUST be reviewed by the course coordinator and agreement reached before starting work on the assignment/presentation.

For more information, please consult the Undergraduate Degree Regulations and Procedures.

### 7.2 Course Policy on Group Work

Group work (members of group, individual responsibilities, topic), must be discussed with and agreed to by the course coordinator in advance of starting work on a project. Failure to do so will invalidate the project work.

### 7.3 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.

### 7.4 Netiquette Expectations

#### Online Behaviour

**Inappropriate online behaviour will not be tolerated. Examples of inappropriate online behaviour include:**

- Posting inflammatory messages about your instructor or fellow students
- Using obscene or offensive language online
- Copying or presenting someone else's work as your own
- Adapting information from the Internet without using proper citations or references
- Buying or selling term papers or assignments
- Posting or selling course materials to course notes websites
- Having someone else complete your quiz or completing a quiz for/with another student
- Stating false claims about lost quiz answers or other assignment submissions
- Threatening or harassing a student or instructor online
- Discriminating against fellow students, instructors and/or TAs
- Using the course website to promote profit-driven products or services
- Attempting to compromise the security or functionality of the learning management system
- Sharing your user name and password

- Recording lectures without the permission of the instructor

## 7.5 Dropbox Submissions

Assignments should be submitted electronically via the online **Dropbox** tool. When submitting your assignments using the **Dropbox** tool, do not leave the page until your assignment has successfully uploaded. To verify that your submission was complete, you can view the submission history immediately after the upload to see which files uploaded successfully. The system will also email you a receipt. Save this email receipt as proof of submission.

Be sure to keep a back-up copy of all of your assignments in the event that they are lost in transition. In order to avoid any last-minute computer problems, your instructor strongly recommends you save your assignments to a cloud-based file storage system (e.g., OneDrive), or send to your email account, so that should something happen to your computer, the assignment can still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified on the Schedule. Be sure to check the technical requirements and make sure you have or have access to an appropriate computer, that you have a supported browser, and that you have reliable Internet access. Remember that **technical difficulty is not an excuse not to turn in your assignment on time**. Don't wait until the last minute as you may get behind in your work.

If, for some reason, you have technical difficulty when submitting your assignment electronically, please contact your instructor or CourseLink Support.

<http://spaces.uoguelph.ca/ed/contact-us/>

## 7.6 Late Policy

If you choose to submit assignments to the **Dropbox** tool late, the full allocated mark will be reduced by 5% per day after the deadline for the submission of the assignment to a limit of six days at which time access to the **Dropbox** folder will be closed. Late Graded Homework Assignments will NOT be graded if they are submitted after the solutions have been posted to CourseLink.

Extensions will be considered for medical reasons or other extenuating circumstances. If you require an extension, discuss this with the instructor as soon as possible and well before the due date. Barring exceptional circumstances, extensions will not be granted once the due date has passed. These rules are not designed to be arbitrary, nor are they inflexible. They are designed to keep you organized, to ensure that all students have the same amount of time to work on assignments, and to help to return marked materials to you in the shortest possible time.

## 7.7 Grades and Feedback

Unofficial assessment marks will be available in the **Grades** tool of the course website.

Your instructor will attempt to have grades posted online within 2 weeks of the submission deadline, if the assignment was submitted on time. Once your assignments are marked you can view your grades on the course website by selecting **Grades** from the **Tools** dropdown menu on the navbar. Your course will remain open to you for seven days following the last day of the final exam period.

University of Guelph students can access their final grade by logging into WebAdvisor (using your U of G central ID).

<https://webadvisor.uoguelph.ca>

## 8 University Statements

### 8.1 Email Communication

As per university regulations, all students are required to check their e-mail account regularly: e-mail is the official route of communication between the University and its students.

### 8.2 When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. The grounds for Academic Consideration are detailed in the Undergraduate and Graduate Calendars.

Undergraduate Calendar - Academic Consideration and Appeals

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Graduate Calendar - Grounds for Academic Consideration

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

Associate Diploma Calendar - Academic Consideration, Appeals and Petitions

<https://www.uoguelph.ca/registrar/calendars/diploma/current/index.shtml>

### **8.3 Drop Date**

Students will have until the last day of classes to drop courses without academic penalty. The deadline to drop two-semester courses will be the last day of classes in the second semester. This applies to all students (undergraduate, graduate and diploma) except for Doctor of Veterinary Medicine and Associate Diploma in Veterinary Technology (conventional and alternative delivery) students. The regulations and procedures for course registration are available in their respective Academic Calendars.

Undergraduate Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Graduate Calendar - Registration Changes

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/genreg-reg-regchg.shtml>

Associate Diploma Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/diploma/current/c08/c08-drop.shtml>

### **8.4 Copies of Out-of-class Assignments**

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

### **8.5 Accessibility**

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is required; however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to make a booking at least 14 days in advance, and no later than November 1 (fall), March 1 (winter) or July 1 (summer). Similarly, new or



changed accommodations for online quizzes, tests and exams must be approved at least a week ahead of time.

For Guelph students, information can be found on the SAS website  
<https://www.uoguelph.ca/sas>

For Ridgetown students, information can be found on the Ridgetown SAS website  
<https://www.ridgetownc.com/services/accessibilityservices.cfm>

## 8.6 Academic Integrity

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 encourages academic integrity. 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.

Undergraduate Calendar - Academic Misconduct  
<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Graduate Calendar - Academic Misconduct  
<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

## 8.7 Recording of Materials

Presentations that are made in relation to course work - including lectures - cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

## 8.8 Resources

The Academic Calendars are the source of information about the University of Guelph's procedures, policies, and regulations that apply to undergraduate, graduate, and diploma programs.

Academic Calendars  
<https://www.uoguelph.ca/academics/calendars>

## 8.9 Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g.. final exam or major assignment).

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