



# EQN\*4400 Equine Industry Trends and Issues II

Fall 2020

Section(s): C01

Department of Animal Biosciences

Credit Weight: 0.50

Version 1.00 - August 30, 2020

---

## 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 debate and discussion.

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

**Restrictions:** Registration in BBRM.EQM

### 1.2 Course 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 debate and discussion.

### 1.3 Timetable

All teaching sessions for this course will take place synchronously (that is, in real time) through online video meetings (see Learning Resources, below), and will run from 08:30-09:50 on Tuesdays and Thursdays. Further details will be found under Course Content/ Course Details/Schedule on the CourseLink course website. The schedule will be updated constantly and should be checked daily.

## 1.4 Final Exam

Final Exam is scheduled for Tuesday December 15th at 8:30am - 10:30am.

Exam time and location is subject to change. Please see WebAdvisor for the latest information.

---

## 2 Instructional Support

### 2.1 Instructional Support Team

<b>Instructor:</b>	Peter Physick-Sheard
<b>Email:</b>	<a href="mailto:pphysick@uoguelph.ca">pphysick@uoguelph.ca</a>
<b>Telephone:</b>	519-824-4120 Ext: 54053
<b>Office:</b>	Rm. 2532 Dept. of Population Medicine, Stewart Bldg
<b>Office Hours:</b>	Tuesday & Thursday or by appointment.

### 2.2 Communicating with the Instructor

**Announcements:** We will use Announcements on the CourseLink Course Home page to provide course reminders and updates. Please check this section daily. Announcements will also be used to present the instructor's reflections on the discussions held in the last session.

**Discussions:** We will use the Discussions forum "General" on CourseLink to host conversations relating to the course, its content, class suggestions and ideas for class discussion topics. This will be a separate forum from the Media Watch.

**Email:** This will be the primary mechanism for communicating with the instructor. Expect a reply within 24 hours and possibly within minutes.

**Video:** Students who would like a private conversation with the instructor should connect by email in the first instance so that a Teams or FaceTime meeting can be arranged. These meetings will normally be scheduled on Tuesday or Thursday.

---

## 3 Learning Resources

### 3.1 Course Technologies and Technical Support

This course will use CourseLink (main classroom), Zoom (for ALL) classes and the exam, and Pear (Open Ed evaluation tool for presentation grading). In addition, Teams, FaceTime, or Skype may be used for video chats during one-on-one private conversations.

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

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

### **CourseLink**

CourseLink (powered by D2L's Brightspace), is 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 (below).

<http://www.uoguelph.ca/web/privacy/>

Please visit the D2L website to review the Brightspace privacy statement and Brightspace Learning Environment web accessibility standards.

<https://www.d2l.com/legal/privacy/>

<https://www.d2l.com/accessibility/standards/>

### **CourseLink System Requirements**

You are responsible for ensuring that your computer system meets the necessary system requirements for CourseLink - the link is below. (Results will be displayed in a new browser window).

<http://spaces.uoguelph.ca/ed/system-requirements/>

Use the browser check tool below to ensure your browser settings are compatible and up to date. (Results will be displayed in a new browser window).

<https://courselink.uoguelph.ca/d2l/systemCheck>

### **CourseLink 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

### **Zoom**

This course will use Zoom for lectures. Check your system requirements to ensure you will be able to participate.

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

Note in particular the following:

1. You **MUST** have a personal Zoom account to access ANY Zoom meetings, whether University or not.
2. To access a University of Guelph Zoom class meeting (including those for this course), your Zoom account username **MUST** be your university email address.
3. You can access a Zoom meeting through a web browser (check first, they are not all equal), or through the dedicated Zoom application for your computer operating system. The latter gives you more flexibility. You can access the app (free of charge) at the Zoom site.  
[https://zoom.us/download#client\\_4meeting](https://zoom.us/download#client_4meeting)
4. You need a video camera (the camera device built into your computer or laptop should be fine) and a microphone in order to participate. Separate microphone and headphones will work best and will minimise feedback and optimise audio quality.

## 3.2 Required Resources

### Required Textbooks (Textbook)

There are no required texts

## 3.3 Recommended Resources

### Recommended Textbooks (Textbook)

There are no recommended texts.

## 3.4 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 of all other issues that may have an

impact on horses and the industry. This will also be addressed through Media Watch (see 6.2, below).

#### Library access (Library Course Guides)

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

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>

#### **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, Pear (for grading), 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 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.

## **4 Learning Outcomes**

### **4.1 Course Learning Outcomes**

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

1. Through exploring 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. Demonstrate skills in objective, critical analysis by drawing together and systematically evaluating knowledge and insights acquired to this point in earlier parts of the BBRM program and through personal industry exposure. Through your ability to understand, evaluate and

critique information sources and to identify and understand industry trends and issues, you will develop skills in formulating measured and productive responses.

3. Demonstrate your ability to differentiate between established fact, opinion, and anecdote through emphasis on the impact of an evidence-based approach, and develop your awareness of obstacles to be encountered in adopting this approach in interactions with industry members. You will also enhance your ability to assess evidence through critical evaluation of both scientific and lay literature.

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

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

5. Enhance your 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 data acquisition, 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 new questions, and to join together seemingly disparate and unrelated bodies of knowledge as you formulate and explore those 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!

To explore further, take a look at the University's Learning Outcomes statements.

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

### 4.3 Some things to consider

To get the most out of this remote delivery class, consider the following:

Be supportive - help your colleagues and the instructor help you.

Avoid the use of offensive language and inappropriate jokes, keep the environment positive for all.

Don't make inflammatory, disrespectful, or discriminatory comments about anyone within the remote learning environment, external sites, or social media.

Take advantage of the mute button in synchronous classes and only unmute yourself when necessary, that is if you have difficulty listening quietly or live in a noisy household.

During synchronous lectures, keep discussions on topic.

Let the instructor know if they didn't explain something fully by leaving a comment about it in the chat. If you are confused, chances are so are other students in the class.

Be mindful of both yours and other's personal information; if you are recording materials presented synchronously, ensure all participants are aware.

Posts to the discussion board should be on-topic and not driven by any external agenda.

Proofread your work before submitting it; this includes any discussion board posts and assignments to Dropbox.

Use citations or references in your work to indicate when you are referencing another person's work, passionately avoid plagiarism.

Submit ONLY work that is your own!

If you disagree with a grade you received, find time to have a conversation with your instructor about it.

Use clear and concise language.

Course materials provided within CourseLink should not be posted elsewhere without the permission of the instructor.

Do not post or sell course materials and notes to ANYONE!

Do not share your username and password with ANYONE.

It is expected that you will behave honourably, professionally, and with academic integrity.

---

## 5 Teaching and Learning Activities

### 5.1 Lecture

#### Topics:

The course will use a combination of synchronous discussion sessions, visiting guest speakers, student presentations, library/field research, and self-study. Skills in writing, presentation, communication, your leadership and interpersonal skills and your ability to proceed with professionalism will be emphasized throughout the course, as will your 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 many. Each in-course student presentations will be by one person. Each student will also be assigned to act as moderator for at least one presentation. Guests may attend presentations.

**The first class will be held as a ZOOM meeting on September 10th, 2020, at 08:30.**

**Meeting ID: 9560820825, Passcode: 41595d** . These will be modified for subsequent sessions.

### 5.2 Seminar

**Topics:** Please see above.

## 5.3 Lab

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

---

# 6 Assessments

## 6.1 Marking Schemes & Distributions

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

## 6.2 Assessment Details

### Course Presentation (20%)

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

Each student will make a presentation, individually, to be evaluated by all course participants using a standard course presentation evaluation rubric (see CourseLink). Evaluations will be performed online using Pear (link below). All submissions will be reviewed by the course coordinator, who will also evaluate the presentation. All submissions will carry equal weight in grading. Course 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 24th. Detailed guidelines will be posted on CourseLink.

<https://peartool.opened.uoguelph.ca/user/signon.cfm?destination=index%252Ecfm>

### Course Assignment (20%)

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

Students will complete an assignment on an issue of their choice but of relevance to the course learning objectives, and 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 27th, 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 participant. Assignment titles will be posted on the CourseLink site, as will completed (ungraded) assignments. This assignment will be worth **20%** of the course grade. Detailed guidelines will be posted on CourseLink. Assessment includes evaluation of your ability to communicate effectively in writing. All assignments will be processed through TurnItIn before grading.

**Participation (20%)**

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

Engagement, 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 appear to be having difficulty participating in class discussions will be encouraged to discuss this difficulty privately with the course coordinator.

**Media Watch (20%)**

**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, interest generated, and your responses to other student's posts, 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.

**Final Exam (20%)**

**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, 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. This will not be a take-home examination and will be completed in real time during the assigned examination slot in December during a class meeting on Zoom. All examinations will be processed through TurnItIn before grading.

## 6.3 Additional Notes:

All course evaluations described above will count toward the final grade. Quizzes may be presented if discussion suggests this would be helpful, but will not count toward the final grade.

---

# 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.

Presentations MUST be submitted to the Pear site by 0800 a.m. on the day of presentation so that evaluation can proceed after the presentation. Students will be guided through use of the Pear site

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

Failure to submit any assignment by the due date will be treated as failure to submit and a grade of "0" assigned unless prior arrangements have been made with the course coordinator.

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.

---

## 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 book their exams at least 7 days in advance and not later than the 40th Class Day.

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/2020-2021/c08/c08-amisconduct.shtml>

Graduate Calendar - Academic Misconduct

[https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec\\_d0e2674.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e2674.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.

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

## 8.9 Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

## 8.10 Illness

The University will not require verification of illness (doctor's notes) for the fall 2020 or winter 2021 semesters.