

1. Business and Bias in the Equestrian Industry

Summerterm 2020 Class Guide

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Office Hours: M-F 9 am to 12 pm EST

On Microsoft Teams

Course Description:

Despite being ostensibly the sport with the greatest gender equality—men and women compete equally at all levels—the \$112-billion equestrian industry of the twenty-first century struggles to address issues of economics, business, and gender. At the younger and lower levels, >90% of equestrians are women, while the sport's leadership, champions, and Olympians are predominately (>70%) men. Using the interdisciplinary tools of economics, psychology, and gender studies, students in this course will learn how the status quo evolved and can be navigated through cultural norms, customs, and niche market biases. Issues of power and justice as they apply to the coach/rider experience and patterns of abuse within the industry will also be explored. Students will be equipped with an intellectual skillset to navigate through and flourish within the sport.

Materials:

Required Reading:

- *Horse Economics: A Personal Finance Guide for the Horse Owner*, Catherine E. O'Brien. <https://amzn.to/2ZusA0X> - ISBN # 978-1570763199
- *Starting & Running Your Own Horse Business, 2nd Edition: Marketing strategies, money-saving tips, and profitable program ideas*, Mary Ashby McDonald. <https://amzn.to/39oz1ab>, ISBN # 978-1603424837
- *The Equine Entrepreneur: Your Guide to Building a Profitable Horse Business*, Corinna Charlton. <https://amzn.to/2Qtmtp> ISBN# 1502389002
- *Gender, Work, and Harness Racing: Fast Horses and Strong Women in Southwestern Pennsylvania*, Elizabeth Anne Larsen. <https://amzn.to/35agbjQ> ISBN # 978-0739190210
- *Women, Horseracing and Gender (Routledge Research in Gender and Society)*, Deborah Butler. <https://amzn.to/2SC22JO> - ISBN # 978-1409470687

Recommended Reading:

- *The Total Horse Barn Management Makeover: Practical Business Wisdom for Running Your Horse Business*, Sheri Grunski. <https://amzn.to/2Q8jdkB> - ISBN # 978-1515133742
- *The Economics Book: Big Ideas Simply Explained*, DK. <https://amzn.to/37fmsMD> ISBN # 978-1465473912
- *Introduction to Women's and Gender Studies: An Interdisciplinary Approach*, Melissa J. Gillis. <https://amzn.to/2MFtBhj> - ISBN # 978-0199315468
- *A Guide to Gender (2nd Edition): The Social Justice Advocate's Handbook*, Sam Killerman. <https://amzn.to/35cvJ6V> ISBN # 978-0989760249
- *Delusions of Gender: How Our Minds, Society, and Neurosexism Create Difference*, Cordelia Fine. <https://amzn.to/2F7eOaU> ISBN # 978-0393340242

Readings can be done on kindle, print, or audible (if applicable). All other materials will be available via Sakai, the web-based course interface. You can access the site at <https://sakai.stlawu.edu>.

Grading

Attendance at all classes and course activities is mandatory. There is a 20% penalty per day for all late work. The weighting of course grades is as follows:

Forum Discussions:	40%
Quizzes:	40%
Exams:	20%

Grade	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00	0.00
Range	94-	90-	87.6-	85-	82.6-	80-	77.6-	75-	72.6-	70-	67.6-	65-	60-	<60
(%)	100	93.9	89.9	87.5	84.9	82.5	79.9	77.5	74.9	72.5	69.9	67.5	64.9	

Grading will be no stricter than these values. Any shifts in the scale will be in your favor.

Course Policies

1. All requirements must be met in order to receive course credit. Any questions regarding grades should be raised within one week of final grades.
2. This is an online course, meaning you will follow the course from off campus and will participate with your peers and professor via Sakai. You should be disciplined in your work habits and be able to contribute to the course on a daily basis.
3. If you have a valid excuse and need to miss an assignment or participation window, you must contact me by email before the scheduled due date. In the event of an unanticipated emergency contact me ASAP.
4. Keep me aware of any difficulties that you might be having in understanding the material and our schedule via email or Microsoft Teams. Responses are expected to all messages sent by the instructor, as this is our primary means of communication.

Guest Speakers

The work of equestrians requires a fusion of knowledge and creativity that may be unlike other processes you've previously encountered. Using video and audio content, you will visit the workspaces of industry members and have the opportunity to see the day-to-day experience of working in their particular fields. These interactions may help you in choosing a future career direction for yourself.

Guest speakers may be added throughout the course as it progresses. You will be given each guest's email at the end of the lecture; you are encouraged to introduce yourself and write them a thank-you note.

Sakai Discussion Board

Points will be assessed every quiz day on the Sakai discussion boards for 25 total opportunities to gain graded points. These are for participation, thoughtful responses, questions for guest speakers, and response to feedback from the instructor. Proper grammar, syntax, and thoroughly thought-out and edited responses will receive the most credit.

Office Hours on Microsoft Teams

This course will use Microsoft teams (similar to Slack or Discord) to hold live office hours during the times listed above. Using your stlawu.edu account, you can log into teams.microsoft.com and join our course channel using this link. If you cannot make the regularly scheduled hours, please contact me to arrange an appointment.

Academic Integrity

The guidelines of academic honesty are listed in detail in the [Student Handbook](#); I expect you to adhere to them at all times. As stated in the student handbook:

“All students at St. Lawrence University are bound by honor to maintain the highest level of academic integrity. By virtue of membership in the St. Lawrence community, every student accepts the responsibility to know the rules of academic honesty, to abide by them at all times, and to encourage all others to do the same.”

“Instructors have the duty to investigate any instance involving possible academic dishonesty ...”

All suspected violations of the honor code will be reported to the Dean or the Academic Honor Council (as appropriate). Though this is an online course, I expect all work submitted by you to be your own. If you find yourself in what you feel to be a gray area, feel free to ask me for clarification.

Schedule – Sample One Week

Schedule is tentative, and subject to change.

Date	Reading Due	Lecture & Discussion Board	Quiz Number
Friday, June 5	Starting & Running Your Own Horse Business, 2nd Edition: Marketing strategies, money-saving tips, and profitable program ideas	Horse Show Photographer Tract - Guest Speaker – Andrew Ryback	5
Saturday, June 6	Horse Economics: A Personal Finance Guide for the Horse Owner – p. 1-36	Trainer Tract – where / how you balance your own barn and socioeconomic interplay.	6
Sunday, June 7	Horse Economics: A Personal Finance Guide for the Horse Owner – p. 37-74	Trainer Tract – Clients, Clinics, and Horse Sales (1 of 2)	7
Monday, June 8	Horse Economics: A Personal Finance Guide for the Horse Owner – p. 75-119	Horse Show Photographer / Tract plus relationships and other equestrian business factors - Guest Speaker – Adam Hill, Ph.D.	8
Tuesday, June 9	Horse Economics: A Personal Finance Guide for the Horse Owner - complete	Price discrimination, relationships.	9
Wednesday, June 10	Packet – Articles on speakers for next week	Trainer Tract – Clients, Clinics, and Horse Sales (2 of 2)	10
Thursday, June 11	The Equine Entrepreneur: Your Guide to Building a Profitable Horse Business – first half	Guest Speaker – Lauren Mauldin, MFA, on developing industry size inclusivity through writing and media and brand partnerships	11
Friday, June 12	The Equine Entrepreneur: Your Guide to Building a Profitable Horse Business - complete	Guest Speaker – David Sanderson – Dallas Equestrian Center – Sample Billing, Commissions, Horse Shows, and other ‘hidden costs’	12