

Equine Business Management/Non-Riding - B.S.

The Equine Business Management/Non-Riding bachelor's degree program prepares students to manage all aspects of an equine business. By combining a solid business core with specialized equine courses, students are prepared for all aspects of the equine industry. Students learn how to perform the day-to-day tasks of running an equine business as well as manage events, market appropriately and create an environmentally friendly business.

Upon completion of the program, graduates are expected to:

- Design a comprehensive health plan that addresses the interaction between nutrition and disease and predicts the needs of different classes of horses.
- Differentiate the relative merits of sport horses and use that evaluation to determine the most appropriate use for each type of horse.
- Develop a comprehensive business plan for the management of all aspects of an equine-related business.
- Evaluate the impact of available resources including environmental resources, effective marketing and regulatory compliance on equine businesses.
- Apply appropriate ethics as they relate to managing an equine business, its employees and its horses.
- Evaluate the impact of various international influences on the historical development of the modern equine industry.

Equine Business Management students take a suite of courses from the College of Business designed to provide them with up to the minute business skills. Students develop financial literacy, strategic planning, operations management and total quality management skills alongside traditional business majors.

Specialized science-based equine classes develop the understanding of the functioning of the horse with study in anatomy, lameness, physiology, sports therapy, genetics, nutrition, diseases and reproduction. Further classes develop the ability to evaluate horses for sport, develop a farm management plan and manage horse shows. Through these equine academic courses, graduates are expected to demonstrate competencies in formulating rations, design a herd health program, selecting sport horses and developing an equine business plan.

Students gain hands-on experience in all aspects of horse management including health and dental maintenance, nutrition, facilities management, equipment usage, trailering, lunging, ground driving, vaccination and anthelmintic programs.

All students participate in the internship program which allows them to work in the equine industry at approved establishments. A sampling of the positions that students have filled upon graduation include farm manager, equine advertising account manager, sales representative, insurance agent, horse show personnel, and horse/breed association publicist.

Core and elective courses in the College of Arts & Sciences provide the critical thinking and communication skills that are considered essential by employers along with the chance for students to explore areas of personal interest.

To participate in the Equine Business Management program, each student, with or without reasonable accommodations must be able to safely (including the safety of the horse, where applicable) meet minimum technical standards as described for this program

Extracurricular Activities

Johnson & Wales' equine programs offer a variety of extracurricular activities for students, including seminars and clinics with nationally and internationally recognized speakers from equine industry, an equine-specific job fair, annual attendance to the Equine Affaire, and field-trips to regional training and competition farms.

Johnson & Wales University participates in equine sports through two distinct competitive teams: Intercollegiate Horse Show Association (IHSA) and Intercollegiate Dressage Association (IDA).

The IHSA team competes in hunter seat equitation throughout New England, is consistently regionally and nationally competitive, and hosts shows annually at the Center for Equine Studies. In 2018 Johnson & Wales University had a National Champion in Individual Intermediate Over Fences.

The IDA team at Johnson & Wales University is a charter member, hosts two competitions yearly and travels regionally to compete. The IDA team has won numerous regional and national awards. In 2012 Johnson & Wales University won the National Championship and in 2013 was the reserve national champion team for IDA.

The Facility

The home of Johnson & Wales' Equine Studies programs, the Center for Equine Studies, is located in Rehoboth, Massachusetts, a short drive from Providence. The farm includes a 32-stall barn with attached 170' x 70' mirrored indoor riding hall with waxed footing, radiant heat and a 75" flat panel display system with integrated smart-classroom technology. The facility is equipped with a pine-paneled observation room housing communication technology that allow clinicians to address students and spectators during mounted lessons, a traditional digitally equipped classroom for on-property lectures and a student lounge area for study and relaxation between classes.

The arena, attached 32-stall barn and classroom areas all tout state-of-the-art high speed wifi coverage allowing for streaming and integration of remote technology with all aspects of Equine Studies programs. The property also features several pastures, turnout paddocks and two round-pens used for schooling horses.

Rounding out the facility are two show-quality outdoor arenas: a 225' x 100' multipurpose jumping ring and a 220' x 80' dressage ring with judge's box. A new addition to the facility is a derby-style jumping field with banks, ditches, and step jumps which allows students to gain knowledge and expertise of riding in various settings.

The horses for school use are all selected for their training and temperament. Many different breeds are represented, including Dutch Warmblood, Hanoverian, Swedish Warmblood, Holsteiner, Thoroughbred, Oldenburo, Quarter Horse and Arabian. Many of the horses have successful show records which include competition experience at the FEI level of dressage, on the hunter/jumper circuit and in eventing.

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A four-year program leading to the bachelor of science degree

Major Courses

EQN1001	Introduction to Equine Studies	3
EQN1020	Equine Anatomy and Lameness	3
EQN1025	Equine Anatomy and Lameness Laboratory	1
EQN1080	Equine Management Lab	1
EQN2000	Equine Diseases	3
EQN2001	Foundations of Riding Theory	3
EQN2020	Equine Physiology and Sports Therapy	3
EQN2025	Equine Physiology and Sports Therapy Laboratory	1
EQN3025	Equine Nutrition	3
EQN3350	Equine Facility Design and Operation Management	3
EQN3040	Sport Horse Evaluation and Judging	3
EQN4050	Horse Farm Management	3
EQN4900	Management and Demonstration of Skills Capstone	1

Major Electives

Choose 9 credits from the following: *		
ACCT1220	Managerial Accounting	
ACCT2035	Accounting Software	
ACCT2210	Intermediate Accounting Theory and Practice I	
ACCT2220	Intermediate Accounting Theory and Practice II	
ACCT3030	Not-For-Profit and Governmental Accounting	
ADVC1010	Marketing Communications	
ADVC1011	Media Strategy	
ADVC2001	Creative Concepts and Strategy	
ENG2010	Introduction to Technical Communication	
ENG2030	Introduction to Newswriting	
ENG3012	Report and Proposal Writing	
ENG3016	Advanced Business Communication	
ENTR2001	Introduction to Entrepreneurship	
ENTR2030	Pitching & Planning New Ventures	
ENTR3015	Small Business Management	
EQN3010	Equine Reproduction and Genetics	
EQN3030	Equine Competition Management and Course Design	
EQN3280	Introduction to Equine-Assisted Activities and Therapies	

EQN3290	Application of Equine-Assisted Activities and Therapies
FISV2000	Finance
FIT2030	Access Database Design for Business Solutions
FIT2050	Spreadsheets for Data Analysis
IBUS2002	International Business
LAW3002	The Legal Environment of Business II
LEAD1010	Foundations of Leadership Studies
MGMT2030	Operations and Supply Chain Management I
MGMT3005	Workforce Planning and Deployment
MGMT3060	Training and Development
MRKT1001	Marketing Foundations
MRKT1002	Consumer Behavior
MRKT1011	Key Account Management
SEE1001	Introduction to the Sports, Entertainment and Event Management Industry

Applied/Experiential Learning

Choose 12 credits from the following: ** 12

ASCI4799	College of Arts & Sciences Internship
DEE3999	Directed Experiential Education ^D
RSCH3830	Undergraduate Research Experience
RSCH4020	Honors Directed Academic Experience
Study Abroad	

Related Professional Studies

ACCT1210	Financial Accounting	3
ACCT1220	Managerial Accounting	3
or FISV2000	Finance	
BUS1001	Introduction to Business and Management	3
CAR0010	Career Management	1
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2001	The Legal Environment of Business I	3
MGMT2001	Human Resource Management	3

A&S Core Experience

Communications Foundation Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		6
Two ILS courses, one at the 2000 level, one at the 4000 level		
Arts and Humanities		6
Two courses from different disciplines: ART, HIST, HUM, LIT, PHIL, or REL		
Mathematics		6
MATH1020	Fundamentals of Algebra (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
Choose one of the following:		
SCI1010	Environmental Science	
SCI1015	Introduction to Life Science	
SCI2020	Introduction to Exercise Physiology	
SCI2030	Introduction to Ecology	
Social Science		6
ECON1001	Macroeconomics	
One course from ANTH, LEAD, PSCI, PSYC or SOC		
A&S electives		6
ECON1002	Microeconomics	
One course with EASC attribute		

Free Electives

8-9 credits selected from 1000-4999 numbered offerings within the university 8-9

Total Credits 121.0-122.0

* Students are responsible for meeting prerequisites.

** In lieu of an internship, directed experiential education, research course, or study abroad, students may use the Applied/Experiential Learning credits towards a minor.

^D Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty adviser before scheduling free elective credits.

NOTE: Students must pass MATH0010 Basic Mathematics or have equivalent placement scores to enroll in required math course(s).

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills are assessed in ENG1021 Rhetoric & Composition II. Students who have met the requirement of ENG1021 Rhetoric & Composition II or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?