



# UPCOMING ONLINE COURSES

## 12-Week Online Courses

### Winter 2024 (Start Date: January 15th)

- Management of the Equine Environment
- Equine Health & Disease Prevention
- Equine Event Management
- The Equine Industry
- Advanced Equine Behaviour
- Equine Genetics
- Equine Nutrition
- Marketing and Communications in the Equine Industry

### Summer 2024 (Start Date: May 13th)

(Early Bird Ends - April 12, 2024) (Tentative summer offerings)

- Management of the Equine Environment
- Equine Exercise Physiology
- Equine Behaviour
- Equine Nutrition
- Equine Functional Anatomy
- Equine Business Finance & Risk Management
- Equine Journalism

[uoguel.ph/equine-studies](http://uoguel.ph/equine-studies)

## Short Online Courses

(Full list of offerings at [TheHorsePortal.ca](http://TheHorsePortal.ca))

- Equine Business 101 - *One year access!*
- Provincial Officials Foundations Course
- Introduction to Body Condition Scoring
- Horse Behaviour & Safety online course
- Gut Health & Colic/Ulcer Prevention online course
- Sickness Prevention in Horses online course
- Introduction to Forage online course

*On-Demand (self-paced)*

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*On-Demand (1-year access)*

Feb 12 - Feb 23, 2024

Feb 26 - Mar 8, 2024

Mar 18-29, 2024

Apr 8-19, 2024



# On Demand: Equine Business 101

*On Demand: Approx: 20 hrs (self-paced)    Access for 1 year!*

The Business 101 on-demand online course arose out of an abundance of interest to better understand the business of managing and/or starting an Equine Facility, and to guide those that are interested in getting into this business or improving their existing businesses.

Topics covered:

- Develop your business plan
- Quantify your business plan, factoring in risk assessment
- Craft your Value Proposition – what sets you apart!
- Create a marketing plan and organize a launch event
- Consider how to approach tough business decisions
- Build and grow your business for the future

“A course everyone should take before they decide to go into equine-based business,” says Robin MacNeil, owner of Rise Again Ranch, Napanee On.

You will be part of a learning community that has already grown beyond 1,000 since June this year! Ideas and helpful tips are shared with peers in our Discussion Board and guest experts have provided invaluable advice. This gathering space provides a confidential, safe space to share and incubate ideas. It is a community hub where you can build on common passions and grow together. The Discussion Board will be available to you for a full year from the date of your registration on for an unbeatable low price of \$40.

**General Enrollment – Register Today!**

*\$40.00            1 year of access*

Register at [TheHorsePortal.ca](https://TheHorsePortal.ca)