



## UPCOMING ONLINE COURSES

### 12-Week Online Courses

#### **Fall 2024** (September 9 - December 01)

*(Early Bird Ends - August 9, 2024)*

- Management of the Equine Environment
- Equine Health & Disease Prevention
- Equine Behaviour
- Equine Welfare
- Stewardship of the Equine Environment
- Management of Broodmare, Stallion & Foal
- Equine Business Management

#### **Winter 2025** (Start Date: January 13, 2025)

*(Early Bird Ends - Dec. 14th, 2024) Tentative course offering*

- Management of the Equine Environment
- Equine Health & Disease Prevention
- Equine Functional Anatomy
- The Equine Industry
- Advanced Equine Health through Nutrition
- Equine Genetics
- Equine Nutrition
- Marketing and Communications in the Equine Industry

### Short Online Courses

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

- Equine Business 101
- Provincial Officials Foundations Course
- Introduction to Body Condition Scoring
- Horse Behaviour & Safety for Youth
- The Senior Horse
- Horse Care & Welfare
- Sport Horse Injury/Lameness Prevention & Care
- Fire & Emergency Preparedness

*On-Demand (self-paced)*

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*On-Demand (1-year access)*

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Sep 16 - Sept 27

Sept 30 - Oct 11

Oct 28 - Nov 8

Nov 11 - 18



# 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! 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 \$45.

**General Enrollment – Register Today!**

*\$45.00 1 year of access*

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