Due Dates:
Cooperative Work Training Agreement w/ Quality Learning Objectives (10 pts) – May 15
30 Day Employer Evaluation (10 pts) – July 15
30 Day Student Evaluation (10 pts) – July 15
Final Evaluation (10 pts) – Sept 1
Internship Report (60 pts) – Sept 1

Purpose: This report is intended to help you analyze an equine business by breaking down the
details that contribute to running a successful business. Close observation of the business you
work for will provide you the information you will need to decide which segments of the
business you admire and what things you would do differently. Consider your internship a fact-
finding mission and the final report an analysis complete with suggestions for improvement.
Final reflection should also include advice on careers and internships you would like to share
with your classmates and equine freshman.

Format: You have two options for the final internship report. Option one, a multi-
media project, is preferred! The multimedia project should be about 10 minutes long (approximately 15-20
PowerPoint slides or equivalent amount in other programs). Do not worry about putting in a lot
of sentences, words, etc. You will be able to talk about all the required guidelines below during
your presentation. Rather, use bullet points to keep yourself on track and focus on lots of
pictures, visuals, etc.! Some suggested multimedia ideas include:
   - Animoto: http://animoto.com/
   - Photostory: http://www.youtube.com/watch?v=OtB6_D_toVQ&noredirect=1
   - Prezi: http://prezi.com/
   - Microsoft Movie Maker, Apple iMovie, etc.: http://www.desktop-video-guide.com/top-5-
     free-video-editing-software-review.html

The written report should be a minimum of 1,000 words (typed, double-spaced, 12” font, 1”
margins). Be sure to use paragraph form and proofread, proofread, proofread!

Report Guidelines: For either report, please use the following outline of requirements as a guide
for your project. The following outline is a suggestion, include additional topics if the business
you worked for deviates from these ideas; or if there is an area that needs more mention, add
details. Include any photographs, literature, brochures, etc that will aid in the description of the
business.

1. Describe your job and responsibilities. 5 points
   - A general overview of duties and requirements. (Do not get too bogged down in
describing what you do every day.)

2. Description of business. 10 points
   - Employees: job descriptions, management structure and training process
   - Clients: describe a typical client and the services they receive
- Advertising: what medium, where, when
- Business management:
  - Expenses: supplies, equipment, professional services (i.e. vet and farrier), employees.
  - Income: How they price their services, billing, and tracking

3. **Describe the equine management aspect of the business** 15 points
   - How horses are utilized: lessons, breeding, boarding, showing, etc
   - Overall management:
     - Stabling: barn structure, stall design
     - Turnout: fencing, shelter
     - Pasture management
     - Manure removal
     - Pest removal: flies and rodents
     - Feeding program: types and schedule
     - Health maintenance: deworming, vaccinations
     - Farrier: schedule, type of shoeing
     - Equipment: trucks, trailers, tractors, tack, jumps
     - Etc.

4. **Analyze the management of the business, horses, and facility.** 20 points
   - What did you admire, what would you change?
     - Consider: management style, organization, efficiency, employee relations, finances, client satisfaction, stable management, usage, health, feeds and feeding.
   - For each suggestion on what to change, discuss how if the business could support or afford the change.

5. **Explain what knowledge and skills you believe are most essential for succeeding in the equine industry. Evaluate your own personal strengths and weakness. Compose advice for freshman going into their equine internship.** 10 points
   - Consider physical tasks, critical thinking skills, attitude and work ethic, people management skills, practical and scientific knowledge, business concepts, etc.
   - Once you have discussed essential knowledge, skills, etc. use this to evaluate your own personal strengths and weaknesses. What do you excel at? What will you have to work hard on this year to improve before entering the profession?
   - Finally, compose several tips/advice for freshman regarding the internship experience.

**Due Date:** Final projects must be submitted by September 1st. Projects should be emailed to curicchio@umass.edu (Note: Large files may not go through so have a backup plan...i.e. share on google drive or flash drive). Presentations will be scheduled early in the fall semester.