

HORSE RACING INDUSTRY BUSINESS (CERT)



Graduate Certificate in Horse Race Industry Business

Unit: College of Business (<https://business.louisville.edu/>) (GB)
Program Website (http://louisville.edu/online/programs/certificate-programs/online-horse-racing-industry-business-certificate/?utm_source=cob-website-referral)
Academic Plan Code(s): HRIBCGRO

Program Information

This program is completed entirely online (http://louisville.edu/online/programs/certificate-programs/online-horse-racing-industry-business-certificate/?utm_source=cob-website-referral).

Fast-paced and global in scope, the horse racing industry's complexities and challenges define the need for leaders who meld innovation, technology, and character into a strategy for the future. The Horse Racing Industry Business Certificate is a nine (9) credit hour certificate developed to immerse students into the horse racing industry through business strategies that focus on innovative approaches. Students participating in this program will graduate with an in-depth knowledge of the issues that challenge the industry and the insight into solving them.

Collaborative efforts between Equine Industry Program and horse racing industry specialists led to the creation of a uniquely tailored curriculum that addresses racing's most pressing issues. Faculty expertise along with industry professionals will provide students a broad-based knowledge in the areas of crisis management planning, business ethics, sports and wagering analytics, leadership strategy, regulations, and industry nuances.

Kentucky is known globally as the *Thoroughbred Capital of the World*, and is the reason horse racing remains its most valued signature industry. Louisville is home to Churchill Downs, which hosts the Kentucky Derby, the Greatest Two-Minutes in Sports, on the first Saturday in May. The Kentucky Derby is the oldest consecutively run major sporting event in the U.S. Kentucky is also a major hub for the international trade through its renowned Thoroughbred auctions, breeding farms, stallion stations, and industry-related associates and organizations.

The Equine Industry Program is located less than two-miles from Churchill Downs. It has been educating equine business leaders for over three decades. The Horse Race Industry Business Certificate is a natural extension of the program's commitment to the horse industry through education, research, and service.

The Horse Race Industry Business Certificate can be taken in conjunction with the MBA program (<https://catalog.louisville.edu/graduate/programs-study/master-business-administration/>).

Admission Requirements

Students must have a bachelor's degree from a regionally accredited university and a minimum undergraduate GPA of 2.5 to be admitted to the Horse Racing Industry Business certificate program.

GMAT/GRE scores are not required for admission to the program.

Complete a graduate application (<http://louisville.edu/graduate/futurestudents/apply-materials/application/>).

Please note: Students who desire to complete an MBA in conjunction with the Horse Racing Industry Business certificate must be separately admitted to the MBA program (<http://catalog.louisville.edu/graduate/programs-study/master-business-administration/>).

Program Requirements

Code	Title	Hours
EQIN 610	Horse Racing Industry Overview	1.5
EQIN 620	Strategic Communications for the Equine Industry	1.5
EQIN 630	Management and Leadership of Equine Enterprises	1.5
EQIN 640	Racetrack Operations and Related Activities	1.5
EQIN 650	Equine and Sports Analytics	1.5
EQIN 660	Regulatory Law in the Thoroughbred Industry	1.5
Minimum Total Hours		9