

ANIMAL SCIENCES 315
POULTRY ENTERPRISE MANAGEMENT
JUNE 18 – JUNE 29, 2012
RM 209 – ANIMAL SCIENCES

COURSE SYLLABUS

General Information:

Lecture, Guest Speakers,	8:00 am–11:30; 1:00 pm–3:30 pm
Lab and Group Projects	M-F (times may vary)

COURSE COORDINATORS AND INSTRUCTORS

Dr. Ken W. Koelkebeck, Professor, Department of Animal Sciences, University of Illinois, 282 Animal Sciences Laboratory, 1207 W. Gregory Dr., Urbana, IL 61801, email: kkoelkeb@illinois.edu, office phone: 217/244-0195; cell phone: 217/377-6530.

Dr. Darrin Karcher, Animal Science Department, Michigan State University, Anthony Hall, East Lansing, MI 48824-1225, email: dkarcher@msu.edu, office phone: 517/355-8402, Fax: 517/353-1699.

COURSE INSTRUCTORS

Dr. Ken W. Koelkebeck, University of Illinois

Dr. Darrin Karcher, Michigan State University

GUEST SPEAKERS

Keith Kulow and Chris Roedl, Daybreak Foods

Brad Lillie, Mac Farlane Pheasants, Inc.

Chad Larson, Larson Agri-Services

Nick Levendoski, Organic Valley Farms

Krista Eberle, United Egg Producers

Kelsey Campbell, Gold'n Plump Poultry

Heather Werner, Maple Leaf Farms

Tom Lohr, Henning Construction

Maro Ibarburu, Egg Industry Center

Maria McGinnis, UW Career Services

COURSE DESCRIPTION

This is an intensive three-hour credit course designed to train students in decision making for employment. Broilers, Laying Hens, Turkeys, Game Birds, Ducks and Allied Industries such as Construction and Sales will be covered. Animal Welfare as it influences decision making will also be addressed.

Due to the intensive nature of this course, class attendance is a must. Participation in class discussion and projects is essential and will constitute a significant part of the final grade.

COURSE OBJECTIVES

This course is a Capstone Course designed to bring together the various aspects of previous courses and add a decision management aspect for post graduation employment. The course will rely heavily on guest lecturers currently employed and qualified as experts in their field of business.

Specific objectives are:

- A) To introduce students to developing an organized and systematic method of decision making.
- B) To utilize individuals working in the various aspects of the poultry industry to discuss their employment responsibilities and discuss major problems they face and what sources of information they utilize in making decisions.
- C) To prepare students in proper interviewing skills and assist them in communications skills.

PROCEDURE

- A) Lecture and guest lectures
- B) Class discussion
- C) Class projects with oral and written reports

GRADING

	Points
Exam 1 (Fri., June 22)	100
Exam 2 (Wed., June 27)	100
Exam 3 (Fri., June 29)	100
SOP Plan – Oral	50
SOP Plan – Written	100
Participation	50
Total	<u>500</u>

GRADING SCALE

Non-UW-Madison Students	UW-Madison Students
A \geq 90%	A \geq 92%
B \geq 80%	AB \geq 87%
C \geq 70%	B \geq 82%
D \geq 60%	BC \geq 77%
F < 60%	C \geq 70%
	D \geq 60%
	F < 60%

Reference text will be “Commercial Chicken Meat and Egg Production” Manual, 5th edition edited by Donald D. Bell and William D. Weaver, Jr. Handouts and bulletins will be provided, so it is not necessary to purchase book.

CLASS SCHEDULE (JUNE 18 – JUNE 29, 2012)

Animal Science #315 – Poultry Enterprise Management

Lecture 8:00 am – 11:30 am, Monday-Friday, Lab/Discussion 1:00 pm – 3:30 pm, Monday-Friday. Guest lecturers will be on 6/21 and 6/26 all day. Individual help and consultation, 3:30-4:00 pm or at special times upon request, Room 209 Animal Sciences Building, University of Wisconsin-Madison.

***Special Note: Specific topics and/or schedule for exams/quizzes noted below are subject to change prior to the first day of class.**

Monday – June 18 – Course introduction – Explanation of course syllabus, goals and expectations. Topic of lecture and discussion – The Commercial Poultry Industry – What are SOP’s? Group SOP project assigned and discussion.

Tuesday – June 19 – Poultry Handling and Transportation Quality Assurance (PHTQA) program training.

Wednesday – June 20 – Tour of Organic Valley Farms.

Thursday – June 21 – Guest speakers – Pheasants, Turkeys, Ducks, Egg Industry Bus. Mgt.

Friday – June 22 – Exam 1 – Topic of lecture – Marketing and Poultry Enterprise Budgeting – Outline of SOP project due.

Monday – June 25 – Topic of lecture and discussion – Managing a Poultry Enterprise, Record Management, Personnel Management – Guest speaker – Careers and Interviewing.

Tuesday – June 26 – Topic of lecture and discussion – Guest speakers – Layers, Allied Industry, Broilers, Animal Welfare.

Wednesday – June 27 – Exam 2 – Discussion – Poultry Budgeting.

Thursday – June 28 – Topic of Discussion – Finish any lecture material not yet covered – Prepare for SOP presentation, written submission and, student critical evaluation.

Friday – June 29 – Exam 3, course evaluation and SOP oral presentations. Turn in written SOP reports.

**Note this is a tentative schedule and topics may change. Guest speakers will be presenting on Thursday, June 21 and Tuesday, June 26.*