

# **POULTRY ENTERPRISE MANAGEMENT**

**JUNE 15-26, 2026**

## **COURSE SYLLABUS**

**Lecture/Discussion:** Monday-Friday: 8:30 a.m. – 12:00 Noon; 1:00 – 5:00 p.m. 205 Haecker Hall (Animal Science).

### **COURSE INSTRUCTORS:**

**Dr. Ken W. Koelkebeck**, Professor Emeritus, Department of Animal Sciences, 282 Animal Sciences Laboratory, 1207 West Gregory Dr., University of Illinois, Urbana, IL 61801.  
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### **DESCRIPTION:**

Poultry Enterprise Management compiles various aspects of previous poultry classes and exposes students to the business and management aspects of the poultry industry. It is also designed to teach students how to interact and communicate effectively within the poultry industry and train them to make business decisions that impact the economic welfare of various poultry industry sectors. Students will learn how to develop a poultry operation business plan that includes everything from building design to an overall economic analysis of their operation.

### **STUDENT OUTCOMES:**

At the completion of this course, students should be able to:

1. Demonstrate a systematic approach to decision-making within the poultry industry.
2. Develop a fundamental understanding of business aspects for many segments of the poultry industry.
3. Demonstrate and apply basic knowledge of the poultry industry to help them in solving problems.
4. Demonstrate proper interviewing skills relevant to securing a career in the poultry industry.

5. Understand key areas of emotional intelligence and personality traits, and how they can impact personal and people management.
6. Develop a basic poultry operation business plan.

### **GRADING:**

Your final grade for this course is calculated from a total of 525 points:

|                        |            |
|------------------------|------------|
| Quiz 1:                | 50 points  |
| Exam 1:                | 100 points |
| Quiz 2:                | 50 points  |
| Case Studies:          | 50 points  |
| Exam 2:                | 100 points |
| Business Plan Oral:    | 50 points  |
| Business Plan Written: | 100 points |
| Participation:         | 25 points  |

### **Final grades are assigned as follows:**

|    |                    |
|----|--------------------|
| A  | 489-525 points     |
| A- | 459-488 points     |
| B+ | 441-458 points     |
| B  | 423-440 points     |
| B- | 407-422 points     |
| C+ | 391-406 points     |
| C  | 376-390 points     |
| C- | 360-375 points     |
| D+ | 345-359 points     |
| D  | 329-344 points     |
| D- | 313-328 points     |
| F  | 312 points or less |

### **EXPECTATIONS:**

Class participation is an important aspect of active learning and is directly beneficial to the student and their peers. The best way to get the most out of this class is participation, asking questions, and networking with your peers and guest speakers. The poultry industry is small and offers many job opportunities. As Poultry Science Departments and classes are disappearing across the country, this class is an excellent way to get your foot in the door to discover an interest you didn't know you had or also help you find what you do not want to do for a career. When Canvas or any online/ email option is used to submit class work, it is the sole responsibility of the student to ensure documents are submitted on time and in a readable format. Any malfunction is the responsibility of the student and students must clearly communicate that the final form has been submitted when submitting over email.

### **THE NITTY GRITTY:**

Missed in-class evaluation (quizzes and exams) cannot be made up and students will receive a zero. If you have an emergency, you must email the instructor before class. Early departure from class is disrespectful to the instructor and peers and will not be tolerated. Late work is not

accepted and will receive a zero. Syllabus is subject to change.

### **SCHOLASTIC DISHONESTY:**

You are expected to do your own academic work and cite sources as necessary. Failing to do so is scholastic dishonesty. Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering, forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis. (Student Conduct Code:

[http://regents.umn.edu/sites/regents.umn.edu/files/policies/Student\\_Conduct\\_Code.pdf](http://regents.umn.edu/sites/regents.umn.edu/files/policies/Student_Conduct_Code.pdf)) If it is determined that a student has cheated, the student may be given an "F" or an "N" for the course, and may face additional sanctions from the University. For additional information, please see: <http://policy.umn.edu/education/instructorresp>. The Office for Community Standards has compiled a useful list of Frequently Asked Questions pertaining to scholastic dishonesty: <https://communitystandards.umn.edu/avoid-violations/avoiding-scholastic-dishonesty>. If you have additional questions, please clarify with your instructor about the course. Your instructor can respond to your specific questions regarding what would constitute scholastic dishonesty in the context of a particular class-e.g., whether collaboration on assignments is permitted, requirements and methods for citing sources, if electronic aid is permitted or prohibited during an exam.

### **DISABILITY ACCOMMODATION:**

The University of Minnesota views disability as an important aspect of diversity and is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center (DRC) is the campus office that collaborates with students who have disabilities to provide and/or arrange reasonable accommodations. If you have, or think you have, a disability in any area such as mental health, attention, learning, chronic health, sensory, or physical, please contact the DRC office on your campus (UM Twin Cities - 612.626.1333) to arrange a confidential discussion regarding equitable access and reasonable accommodations. Students with short-term disabilities, such as a broken arm, can often work with instructors to minimize classroom barriers. In situations where additional assistance is needed, students should contact the DRC as noted above. If you are registered with the DRC and have a disability accommodation letter dated for this semester or this year, please contact your instructor early in the semester to review how accommodation will be applied on the course. If you are registered with the DRC and have questions or concerns about your accommodation, please contact your (access consultant/disability specialist).

Additional information is available on the DRC websiteUM Twin Cities - <https://diversity.umn.edu/disability/> ) or e-mail (UM Twin Cities - [drc@umn.edu](mailto:drc@umn.edu)) with questions.

### **SEXUAL HARASSMENT:**

"Sexual harassment" means unwelcome sexual advances, requests for sexual favors, and/or other verbal or physical conduct of a sexual nature. Such conduct has the purpose or effect of

unreasonably interfering with an individual's work or academic performance or creating an intimidating, hostile, or offensive working or academic environment in any University activity or program. Such behavior is not acceptable in the University setting. For additional information, please consult Board of Regents Policy:

[https://regents.umn.edu/sites/regents.umn.edu/files/policies/Sexual\\_Harassment\\_Sexual\\_Assault\\_Stalking\\_Relationship\\_Violence.pdf](https://regents.umn.edu/sites/regents.umn.edu/files/policies/Sexual_Harassment_Sexual_Assault_Stalking_Relationship_Violence.pdf)

#### **EQUITY, DIVERSITY, EQUAL OPPORTUNITY, AND AFFIRMATIVE ACTION:**

The University provides equal access to and opportunity in its programs and facilities, without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression. For more information, please consult Board of Regents Policy:

[http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity\\_Diversity\\_EO\\_AA.pdf](http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf).

#### **MENTAL HEALTH AND STRESS MANAGEMENT:**

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance and may reduce your ability to participate in daily activities. University of Minnesota services are available to assist you. You can learn more about the broad range of confidential mental health services available on campus via the Student Mental Health Website: <http://www.mentalhealth.umn.edu>.

#### **ACADEMIC FREEDOM AND RESPONSIBILITY: *FOR COURSES THAT DO NOT INVOLVE STUDENTS IN RESEARCH***

Academic freedom is a cornerstone of the University. Within the scope and content of the course as defined by the instructor, it includes the freedom to discuss relevant matters in the classroom. Along with this freedom comes responsibility. Students are encouraged to develop the capacity for critical judgment and to engage in a sustained and independent search for truth. Students are free to take reasoned exceptions to the views offered in any course of study and to reserve judgment about matters of opinion, but they are responsible for learning the content of any course of study for which they are enrolled. \*

Reports of concerns about academic freedom are taken seriously, and there are individuals and offices available for help. Contact the instructor, the Department Head, your adviser, the associate dean of the college, or the Vice Provost for Faculty and Academic Affairs in the Office of the Provost.

*\*Language adapted from the American Association of University Professors "Joint Statement on Rights and Freedoms of Students".*

#### **CLASS SCHEDULE (JUNE 15 – JUNE 26, 2026)**

Lecture 8:30 – Noon, Mon. - Fri., Discussion 1:00 - 5 p.m., Mon. - Fri.  
Individual help and consultation at special times upon request.

**Note:**

Lectures will start at 8:30 a.m.

Quiz 1 will be at 8:15 a.m. on 6/17

Exam 1 will be 4 – 5 p.m., on Thursday, 6/18

Quiz 2 will be at 8:30 a.m. on 6/24

Exam 2 will be at 8 a.m. on 6/26

Times for the end of lectures and discussions are subject to change, depending on length of guest speaker's lectures and discussion material that needs to be covered.

**Monday – June 15****Lecture**

1. Course introduction – Explanation of course syllabus. The goals and expectations of the course will be discussed. The schedule of guest speakers will also be discussed.
2. Various aspects of the commercial poultry industry
3. Guest Lecture on Layer Economics

**Discussion**

4. Poultry business plans
5. Developing a poultry business plan
6. Poultry business plans assigned
7. Budgeting to develop a successful business plan
8. Example business plans outlined
9. Income and expense analysis
10. Developing a profit and loss statement

**Tuesday – June 16****Lecture**

1. Lecture on commercial laying hens, buildings, and turkeys. Details on how buildings are constructed and how to manage turkey buildings

**Discussion**

1. Discussion on poultry business plans

**Wednesday – June 17****Quiz 1 - 8:15 a.m.****Lecture**

1. Cage-Free Egg Production
2. Lecture on egg production. Guest speaker who manages a commercial egg production complex.

**Discussion**

1. Poultry Business Plan

**Thursday – June 18****Lecture**

1. Guest lecture on management of a commercial layer hatchery
2. Guest lecture on raising broilers

Discussion

1. Poultry Business Plan

**Exam 1: 4 – 5 p.m.**

**Friday – June 19 (Juneteenth – No Class)**

**Monday – June 22**

Lecture and Discussion

Poultry leadership experience covering emotional intelligence and personality traits, and how they can impact personal and people management.

**Tuesday – June 23**

Lecture and Discussion

Poultry leadership experience covering emotional intelligence and personality traits, and how they can impact personal and people management.

**Wednesday – June 24**

**Quiz 2 – 8:30 a.m.**

Lecture and Discussion

Poultry leadership experience covering emotional intelligence and personality traits, and how they can impact personal and people management.

Discussion

1. Miscellaneous business topics and general poultry industry discussion

Banquet – 5:30 p.m.

**Thursday – June 25**

Lecture

1. Guest lecture on interviewing and resume writing
2. Lecture on personal financial budgeting and investing
3. Case studies exercise

Discussion

1. Prepare for business plan presentation, written submission, and **Exam 2**

**Friday – June 26**

**Exam 2 - 8:00 a.m.**

1. Course evaluation, business plan oral presentations, and turn in written business plan reports, wrap-up