

**ANIMAL SCIENCES 315
POULTRY ENTERPRISE MANAGEMENT
209 Animal Science Building
JUNE 12 - 23, 2017**

COURSE SYLLABUS

General Information:

Lectures, Guest Speakers: 8:30 - 11:30 a.m.; 1 - 3:00 p.m.; 3:00 - 4 p.m. (Individual consultation) (times may vary)
Poultry Leadership Experience: 8:30 a.m. - 4 p.m.; group lunch provided (6/19; 6/20); 8:30 – Noon (6/21)
Discussion and Group Projects M - F (times may vary)

COURSE COORDINATOR

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

COURSE INSTRUCTOR

Ken W. Koelkebeck, University of Illinois

GUEST SPEAKERS

Keith Kulow and **Jillian Theiler**, Daybreak Foods
John Brunnquell, Egg Innovations, LLC
Kelsey Held, GNP Company
Bob Thompson, Herbrucks Poultry Ranch, Inc.
Trudy DeRemer, Mac Farlane Pheasants, Inc.
Zachary Tucker, Maple Leaf Farms
Megan O'Rourke, University of Wisconsin
Beth Nelson (MPC), **Chelsea Russell (MPC)**, **Ian Rubinoff, DVM**, Hy-Line International

COURSE DESCRIPTION

This is an intensive three-hour credit course designed to train students in decision making for employment. Broilers, Laying Hens, Turkeys, Pheasants, Ducks, Buildings, Economics, and Leadership will be covered.

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 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.
- D) Academic Honesty: You are expected to practice academic honesty in every aspect of this course. Students who engage in academic misconduct are subject to disciplinary procedures, as well as consequences with regard to this course. Forms of academic dishonesty include but are not limited to copying course work (or allowing others to do so) or plagiarism.
- E) Discrimination and Harassment: The Center of Excellence Program strives to provide learning opportunities that are all forms of prohibited discrimination and harassment based upon race, ethnicity, sex (including sexual assault), pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, gender identify, genetic information, or status as a U.S. veteran. Any student who has concerns about such behavior should contact me.
- F) Learning Outcomes
 - 1. Students will develop systematic approach to decision making.
 - 2. Students will also develop a fundamental understanding of various business aspects of many segments of the poultry industry.
 - 3. Students will demonstrate basic knowledge and understanding of applying knowledge gained about the poultry industry to help them in solving many problems.
 - 4. Students will learn proper interviewing skills that will assist them in securing a career in the poultry industry.
 - 5. Students will learn the basics of developing a poultry operation business plan.
 - 6. Students will learn leadership skills which will prepare them for a career in the poultry industry.

PROCEDURE

- A) Lecture and guest lectures
- B) Class discussion – handouts will be provided
- C) Class projects with oral and written reports

GRADING

	Points
Quiz 1 (Thurs., June 15) (8:15 a.m.)	50
Exam 1 (Fri., June 16) (8:00 a.m.)	100
Quiz 2 (Tues., June 20)	50
Case Studies (Thurs., June 22)	50
Exam 2 (Fri., June 23) (8:00 a.m.)	100
Business plan oral	50
Business plan written	100
Participation	25
 Total	 525

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%

CLASS SCHEDULE (JUNE 12 – JUNE 23, 2017)

Animal Science #315 – Poultry Enterprise Management

Lecture 8:30 - 11:30 a.m., Mon. - Fri., Discussion 1:00 - 3:00 p.m., Mon. - Fri. Individual help and consultation, 3:00 - 4:00 p.m. or at special times upon request. Times may vary. Class time on 6/19 and 6/20 will be 8:30 a.m. - 4 p.m. Class time on 6/21 will be 8:30 – Noon; 1:30 - 3:00 p.m. Guest lecturers will be on Mon. - Fri. (Wk 1) and Mon. - Wed. (Wk 2).

Monday – June 12 – Course introduction – Explanation of course syllabus, goals and expectations. Topic of lecture and discussion – The commercial poultry industry – business plan project – economics of the egg industry, guest lecture on interviewing and resume writing. Class will go to 3:30 p.m.

Tuesday – June 13 – Guest lecture on Layers, Lectures on buildings and turkeys, discussion, and handouts

Wednesday – June 14 – Tour of Egg Innovation’s cage-free egg production facility – Forum speaker and Pizza

Thursday – June 15 – Quiz 1 (8:15 a.m.) - Guest lectures on Broilers, Starting a Poultry Business, discussion, and handouts

Friday – June 16 – Exam 1 (8:00 a.m.) – Guest lectures on Pheasants and Ducks

Monday – June 19 – Poultry leadership experience, workshop, and activities

Tuesday – June 20 – Quiz 2 - Continuation of Monday

Wednesday – June 21 – Continuation of Tuesday – Lectures

Thursday – June 22 – Finish any lecture material – Case studies exercise – Prepare for business plan presentation, written submission, and Exam 2

Friday – June 23 – Exam 2 (8:00 a.m.), course evaluation, business plan oral presentations, and turn in written business plan reports