

**ANIMAL SCIENCES 315  
POULTRY ENTERPRISE MANAGEMENT  
209 Animal Science Building  
JUNE 11 - 22, 2018**

**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 (6/18; 6/19); 8:30 – Noon (6/20)  
Discussion and Group Projects: M - F (times may vary)  
Quizzes and Exams: Quiz 1 (6/14, 8:15 a.m.); Exam 1 (6/15, 8:00 a.m.); Quiz 2 (6/19, 3:00 p.m.); Exam 2 (6/22, 8:00 a.m.)

**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.

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**COURSE INSTRUCTOR**

**Ken W. Koelkebeck**, University of Illinois

**GUEST SPEAKERS**

**Keith Kulow and Jillian Theiler**, Daybreak Foods

**Nick Levendoski and Cody Brockway**, Organic Valley Coop

**Kelsey Held**, Pilgrim's

**Bob Thompson**, Herbrucks Poultry Ranch, Inc.

**Trudy DeRemer**, Mac Farlane Pheasants, Inc.

**Steven Corbitt**, Maple Leaf Farms

**Megan O'Rourke**, University of Wisconsin

**Beth Nelson (MPC), Chelsea Russell (MPC), Angela Glenhue**, Midwest Poultry Consortium

**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

|                                      | <b>Points</b> |
|--------------------------------------|---------------|
| Quiz 1 (Thurs., June 14) (8:15 a.m.) | 50            |
| Exam 1 (Fri., June 15) (8:00 a.m.)   | 100           |
| Quiz 2 (Tues., June 19) (3:00 p.m.)  | 50            |
| Case Studies (Thurs., June 21)       | 50            |
| Exam 2 (Fri., June 22) (8:00 a.m.)   | 100           |
| Business plan oral                   | 50            |
| Business plan written                | 100           |
| Participation                        | 25            |
| <b>Total</b>                         | <b>525</b>    |

## GRADING SCALE

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

## CLASS SCHEDULE (JUNE 11 – JUNE 22, 2018)

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 6/18 and 6/19 will be 8:30 a.m. - 4 p.m. Class time on 6/20 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 11** – 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. Class will go to 3:30 p.m.

**Tuesday – June 12** – Guest lecture on Layers, Lectures on buildings and turkeys, discussion, and handouts

**Wednesday – June 13** – Tour of Organic Valley Coop – Forum speaker and Pizza

**Thursday – June 14** – Quiz 1 (**8:15 a.m.**) - Guest lectures on Broilers, Starting a Poultry Business, Interviewing and Resume Writing, discussion, and handouts

**Friday – June 15** – Exam 1 (**8:00 a.m.**) – Guest lectures on Pheasants and Ducks

**Monday – June 18** – Poultry leadership experience, workshop, and activities

**Tuesday – June 19** – Quiz 2 (**3:00 p.m.**) - Continuation of Monday

**Wednesday – June 20** – Continuation of Tuesday – Lectures

**Thursday – June 21** – Finish any lecture material – Case studies exercise – Prepare for business plan presentation, written submission, and Exam 2

**Friday – June 22** – Exam 2 (**8:00 a.m.**), course evaluation, business plan oral presentations, and turn in written business plan reports