

**ANIMAL SCIENCE 473A  
POULTRY ENTERPRISE MANAGEMENT**

**JUNE 12-23, 2023**

**COURSE SYLLABUS**

**Lecture/Discussion:** Monday-Friday: 8:30 a.m. – 12:00 Noon; 1:00 – 5:00 p.m.

**COURSE INSTRUCTORS:**

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**Course Description:** Poultry Enterprise Management is designed to compile various aspects of previous poultry classes, and is designed to expose 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.

**Academic Honesty:** All students are expected to practice academic honesty in every aspect of this course, including homework, quizzes, projects, and exams. Please familiarize yourself with the ISU Student Information Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university 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), paying or being paid for course work, or plagiarism. See the Conduct Code at <http://www.studentconduct.dso.iastate.edu/> for more details.

**Students with special needs:** Iowa State University complies with the American with Disabilities Act and Section 504 of the Rehabilitation Act. Any student who may require an accommodation under such provisions should contact me as soon as possible, as no retroactive accommodations will be provided in this class. You will need to provide documentation of your disability to the Student Disability Resources (SDR) office, located on the main floor of the Student Services Building in Room 1076, 515-294-7220.

**Respect and Professionalism:** You are expected to treat your instructor and all other participants in the course with courtesy and respect. Your comments to others should be factual, constructive, and free from harassing statements. You are encouraged to disagree with other students, but such disagreements need to be based upon facts and documentation (rather than prejudices and personalities). It is the instructor's goal to promote an atmosphere of mutual respect in the classroom. Please contact the instructor or MPC staff if you have suggestions for improving the classroom environment. It is preferable if students discuss issues directly with the instructor or MPC staff.

**Discrimination and Harassment:** Iowa State University strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment based upon race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. Veteran. Students engaging in any negative behaviors in this class, or in Animal Science facilities, are subject to appropriate disciplinary action by the course instructor, and will also have their cases referred to the Dean of Students Office. Any student who has concerns about such behavior should contact the course instructor, [Student Assistance](#) at 515-294-1020 or email [dso-sas@iastate.edu](mailto:dso-sas@iastate.edu), or the [Office of Equal Opportunity and Compliance](#) at 515-294-7612.

**Religious Accommodation:** Iowa State University strives to reasonably accommodate students who's sincerely held religious beliefs or creed conflict with academic requirements. Accommodation requests must be made proactively. The process for requesting an accommodation is interactive and the process must be initiated by the individual seeking the accommodation. For optimal consideration, students should inform instructors as soon as possible in the semester of a course conflict. It is recommended that the student and instructor discuss the request in person and then document the resolution in an email format. Assistance throughout the process for all parties involved is available through the [Office of Equal Opportunity](#) at 515-294-7612.

**Disability Accommodation:** Iowa State University is committed to assuring that all educational activities are free from discrimination and harassment based on disability status. Students requesting accommodations for a documented disability are required to meet with staff in Student Accessibility Services (SAS) to establish eligibility and learn about related processes. Eligible students will be provided with a Notification Letter for each course and reasonable accommodations will be arranged after timely delivery of the Notification Letter to the instructor. Students are encouraged to deliver Notification Letters as early in the semester as possible. SAS, a unit in the Dean of Students Office, is located in room 1076 Student Services Building or online at [www.sas.iastate.edu](http://www.sas.iastate.edu). Contact SAS by email at [accessibility@iastate.edu](mailto:accessibility@iastate.edu) or by phone at 515-294-7220 for additional information.

**Academic Misconduct** in any form is in violation of Iowa State University *Student Disciplinary Regulations* and/or the *MPC Code of Conduct* will not be tolerated. This includes, but is not limited to: copying or sharing answers on tests or assignments, plagiarism, and having someone else do your academic work. Depending on the act, a student could receive a “0” grade on the test/assignment, “F” grade for the course, and could be suspended or expelled from the University. See the Conduct Code at [www.dso.iastate.edu/ja](http://www.dso.iastate.edu/ja) for more details and a full explanation of the Academic Misconduct policies.

**Contact Information:** If you are experiencing, or have experienced, a problem with any of the above issues, email [academicissues@iastate.edu](mailto:academicissues@iastate.edu).

### **CLASS SCHEDULE (JUNE 12 – JUNE 23, 2023)**

Animal Science 473A (Poultry Enterprise Management)

Lecture 8:30 – Noon, Mon. - Fri., Discussion 1:00 - 5 p.m., Mon. - Fri. Individual help and consultation at special times upon request. **Note: Times for the start/ending of lecture and discussion are subject to change, depending on length of guest speaker’s lectures and discussion material.**

#### **Monday – June 12**

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 13**

Lecture

1. Guest lecture on commercial laying hens. Will include a guest lecture from an owner/operator of the commercial egg production complex. Details on how the business is operated. Information on human resource issues will be covered
2. Guest lecture on commercial poultry building design and construction

Discussion

1. Discussion on poultry business plans

### **Wednesday – June 14**

#### **Quiz 1 – 8:15 a.m.**

Lecture

1. Guest lecture on Cage Free Egg Production
2. Lecture on turkey management

Field Trip

Field trip to Iowa State University Poultry Research Farm

### **Thursday – June 15**

Lecture

1. Guest lecture on ventilation and manure management
2. Guest lecture on pheasant management
3. Guest lecture on operating a layer hatchery

Discussion

1. Poultry Business Plan

### **Friday – June 16**

#### **Exam 1 - 8:00 a.m.**

Lecture

1. Guest lecture on raising broilers
2. Guest lecture on raising ducks

Discussion

Finish lecture and discussion material

Student time to work on poultry business plans

### **Monday – June 19**

Lecture and Discussion

Poultry leadership experience, workshop, and activities. Components of emotional intelligence, mindset, preference types, communication skills, and the impact on business relationships and productivity.

### **Tuesday – June 20**

Lecture and Discussion

Poultry leadership experience, workshop, and activities. Conflict resolution, empathy in the work place, active listening.

### **Wednesday – June 21**

#### **Quiz 2 - 8:15 a.m.**

Lecture

Managing time, responsibilities to be successful, etc.

Discussion

1. Continuation of material and discussion on poultry business plans
2. Lecture on sunk cost analysis, marketing and niche markets, marketing and selling, contract broiler unit, broiler industry economics

**Thursday – June 22**

Lecture

1. Lecture on interviewing and resume writing
2. Finish any lecture material
3. Case studies exercise

Discussion

Contracts, personnel management, record management

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, wrap-up