

## **COURSE OUTLINE**

### **Livestock Business Management**

#### **Course Description**

AG 285. Livestock Business Management. 3 hours credit. This course will enable the student to analyze marketing opportunities, retain ownership through finishing livestock to compositional endpoints, feed animals in performance trials, and develop females for entry into the breeding herd. The student reviews financial implications involved in raising livestock, develops facilities and waste handling systems, and manages purchases and sales.

#### **Course Relevance**

The skills learned in this course prepares the student in the livestock business management for profitable production

#### **Required Materials**

Gronau, D. M. (current revision). *Livestock business management, AG285. Lecture and lab notes.*

#### **Learning Outcomes**

The intention is for the student to be able to

1. Choose the most profitable marketing opportunity
2. Calculate the cost of production and match livestock price trends and cycles to the most profitable time to purchase or sell animals
3. Utilize records in order to make informed management decisions
4. Develop interest, skills, and abilities around a system of production

#### **Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course**

Through the student's involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
  - The student will explore the choices for marketing by producing quality feeder livestock and analysis of production costs.
2. Field-Related Technology
  - The student will organize animal records through a variety of weights and measures using industry standards.

## **Major Summative Assessment Task(s)**

These learning outcomes and the primary Learning PACT skills will be demonstrated by

1. Completion of an essay explaining production management and profitable marketing tasks
2. Compiling a notebook organizing animal health, identification, nutrition records

## **Course Content**

- I. Themes – Key recurring concepts that run throughout this course:
  - A. Marketing and production costs
  - B. Compositional endpoints
- II. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
  - A. Choosing profitable components in the livestock industry
- III. Concepts – Key concepts that must be understood to address the issues:
  - A. Market cycles
  - B. Balanced rations
  - C. Animal weight gain
- IV. Skills/Competencies – Actions that are essential to achieve the course outcomes:
  - A. Calculating the cost of production
  - B. Selecting proper nutrients, feed additives, and health products
  - C. Organizing and maintaining good records
  - D. Developing facilities and waste handling system

## **Learning Units**

- I. Developing a market
  - A. Discuss ways to market animals
  - B. Explain production enterprises and importance of timing marketing
- II. Cost of production
  - A. Facilities
  - B. Feeding
  - C. Waste management
  - D. Industry standard weights and measures
    1. 205 day adjusted weight
    2. 365 day adjusted weight
    3. Feed efficiency
    4. Average daily gain
- III. Introducing female breeding stock
  - A. Interpret expected progeny differences
  - B. Identify factors affecting fertility
  - C. Calculate breeding stock genetic contributions
- IV. Providing balanced rations
  - A. Identify ration requirements

- B. Compare costs of feeds
- C. Determine pasture and range capacity

V. Record keeping

- A. Organize animal identification plan
- B. Maintain records in record book or on a computer program

**Learning Activities**

Learning activities will be directed towards lecture/demonstrations and practical exercises. Classroom lecture is designed to enable students to understand the key principles in livestock business management.

**Grade Determination**

The student will be graded on completion of assessment tasks, class participation, and written examinations.