



AERES
UNIVERSITY OF
APPLIED SCIENCES
DROTEN

International Poultry Management ECTS guide

2018-2019, Jantien Tempert

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1. Course information IPOM

In this chapter the course International Poultry Management (IPOM) will be described.

1.1. Course Outline International Poultry Management 2018-2019

1 st semester	Week 37 2018 – Week 5 2019	code	EC
	<p>Advisor Poultry Production In this module the student will learn how to act as a consultant or advisor in the poultry sector. This includes communication with farmers, gathering farm data, analysing this data and the formulation of advices that are consistent with the objectives of the farmer. The student will write an advisory report and present this in an advisory meeting to the farmer.</p> <p>For a solid background in giving advice, students will get classes about poultry nutrition, poultry genetics, poultry health and current issues. Next to that students will have practical training in giving advice to farmers.</p>	HAPO	13
	<p>International Entrepreneurship Due to all kind of reasons including an international environment, decisions that farmers have to make are becoming more and more complex. Therefore modern entrepreneurs and their consultants need the right competencies to develop ideas and calculate the economic effects of operational, tactical and strategic options they have in mind for their farm or their client. In this module the student will learn to develop new ideas, explore the possibilities for improvement of farm management and develop new ideas for farm development.</p> <p>The student will write an strategic advisory report and present this in an advisory meeting to the farmer.</p> <p>Students will have classes about: farm economics, strategic management, marketing and sales, world agricultural policy, HRM and international livestock production.</p>	AIES	13
1 st & 2 nd semester (week 6&7)	<p>Personal Development At Aeres UAS we not only focus on practical and theoretical knowledge but also on personal growth. In APL4L we will reflect on student's development an prepare students for their professional life.</p>	APL4L	7
2 nd semester	week 9 2019 – week 27 2019		
	<p>Company placement Orientation on companies and professional tasks related to the field of work of bachelors in poultry business.</p>	AGWP	17
	<p>Thesis Execution of a problem-solving research related to poultry business.</p>	AAFwi	10
	Total EC		60

The schedule might be subject to changes.

1.2. Matrix of competences and modules

The next matrix provides an overview of the various competences you will attain after finalizing the various modules in International Poultry Management (IPOM).

<h1>IPOM</h1>	HAPO	AIES	APL4L	AGWP	AAFwi	TOTAAL
Final qualifications						
1. To analyse and optimise a livestock farm in relation to the environment of the farm	X	X				2
2. To overview the international sector		X				1
3. To acquire projects and give advice	X	X				2
4. To design and execute applied research	X		X			2
5. To develop a strategic plan		X				1
6. To develop products and services and find markets for these products and services		X	X			2
7. To translate and apply policy		X				1
8. To inform specific target groups in an interactive way	X	X	X			3
9. To manage projects, processes and people		X	X			2
10. To apply quality systems						0
11. To show corporate social responsibility and introspect	X	X	X			3
Aeres competencies						
1. To show leadership capabilities		X				1
2. To cooperate	X	X	X			3
3. To present	X	X				2
4. To research	X		X			2
5. To innovate	X	X	X			3
6. To organize	X	X	X			3
7. To introspect			X			1
8. To enterprise	X	X				2
9. To endorse sustainable behavior	X	X	X			3
10. To appreciate the global perspective		X	X			2

1.3. Year schedule International Poultry Management

week		International one year bachelor programs 2018-2019	Activities	
36	3-sep	Introduction week	HAPO + AIES + APL4L	
37	10-sep	Start classes		
38	17-sep			
39	24-sep			
40	1 Oct			
41	8 Oct			
42	15 Octt			
43	22 Oct	Autumn break		
44	29 Oct			
45	5-nov	Exams		Exam period 1 (T1)
46	12-nov	Exams	HAPO + AIES + APL4L	
47	19-nov			
48	26-nov			
49	3-dec			
50	10-dec			
51	17-dec			
52	24-dec	Christmas break		
1	31-dec	Christmas break		
2	7-jan			
3	14-jan			
4	21-jan	Exams + assessments	Exam period 2 (T2)	
5	28-jan	Exams + assessments	APL4L	
6	4-feb	Crash course applied research		
7	11-feb	Crash course applied research		
8	18-feb		AGWP + AAFWi	
9	25-feb	Start Company Placement and thesis writing		
10	4 Mar			
11	11 Mar			
12	18 Mar			
13	25 Mar			
14	1-apr			
15	8-apr	Resits (of T1 and T2)		Exam period 3 (T3)
16	15-apr	Resits (of T1 and T2)		Exam period 3 (T3)
17	22-apr	<i>22 April: Easter Monday - University closed</i>		AGWP + AAFWi
18	29-apr	May - Holidays; University closed whole week		
19	6 May			
20	13 May			
21	20 May			
22	27 May	<i>Thursday 30 and Friday 31 May – Ascension day; University closed</i>		
23	3 June			
24	10 June	<i>10 June: Pentecost Monday - University closed .</i>		
25	17 June			
26	24 June			
27	1 July	Thesis presentation	Exam period 4 (T4)	
28	8 July	12-7: Graduation international students		
29	15 July	Summer holidays		
...		
33	12-aug	Resits	Exam period 5 (T5)	
34	19-aug	Resits	Exam period 5 (T5)	

The schedule might be subject to changes.

2. Module descriptors

This chapter gives information about the separate modules in International Poultry Management.

2.1. Advisor Poultry Production (HAPO)

Advisor Poultry Production (HAPO)						
Advisor Poultry Production						
Coördinator:		J. Tempert (TEJ)		Credits:		13
Module elements	EC	Name	Exam	Period	Literature	
HAPO01	4	Assessment and learning tasks	Assessment	2	<ul style="list-style-type: none"> Learning guide + info blackboard Excursion costs 500 euro 	
HAPO03	2	Poultry Nutrition	Written exam	1	<ul style="list-style-type: none"> Kleyn, R., 2013, Chicken Nutrition, A guide for nutritionists and poultry professionals. ISBN 978-1-899043-42-2 Shane, S.M., 2006, Nutritional and Digestive disorders of poultry. ISBN 978-1899043545 	
HAPO04	2	Poultry Health	Written exam	1	<ul style="list-style-type: none"> Blair, R., 2006, Poultry Inspection. Anatomy & Physiology, 2nd Edition, University of British Columbia, Canada. ISBN 9781899043460 	
HAPO06	1	Advisory training	Training	1	<ul style="list-style-type: none"> 	
HAPO07	1	Poultry Genetics	Written exam	2	<ul style="list-style-type: none"> Poultry genetics and breeding, PTC+, available on Blackboard 	
HAPO08	3	Current issues	Written exam	2	<ul style="list-style-type: none"> Class materials and poultry magazines 	

Practical training at University farm related to different module elements

Entrance requirements	Basic knowledge about poultry production and management
Professional task	In this module the student will learn how to act as a consultant or adviser. This includes communication with farmers, gathering data, analysing data and formulation of advices that are consistent with the objectives of the farmer. The student will write an advisory report and present this in an advisory meeting to the farmer.
Role:	Advisor/consultant
Methods:	Learning tasks, classes, practical training and farm visits
Fields of expertise	Objectives (the student):
HAPO01 Learning tasks and assessment	<ul style="list-style-type: none"> Is able to develop a quick-scan and advisory report Is able to give a written and oral advice about tactical management.
HAPO03 Poultry Nutrition	<ul style="list-style-type: none"> Is able to analyse a poultry farm and advice farmers about animal nutrition Is able to explain the relation between feedstuffs and digestibility, feed intake, animal health and production Is able to explain the metabolic transition from feed into animal products Is able to evaluate feed stuffs and their nutritional value related to utilization by the animal Is able to critically analyse the ration of different animal categories Is able to explain relation between animal nutrition and nutrition related diseases
HAPO04 Poultry Health	<ul style="list-style-type: none"> Is able to analyse a poultry farm on factors responsible for the occurrence of farm related diseases and advice on preventive measures. Is able to analyse a poultry farm on factors responsible for the occurrence of infectious and parasitic diseases and advice on preventive measures. Is able to explain the mechanism of antibiotic resistance and advice on measures to reduce the use of antibiotics

HAPO06 Advisory training	<ul style="list-style-type: none"> • is able to give an oral advise to a poultry farmer using appropriate advisory techniques • is able to give a farmer specific advise
HAPO07 Poultry Genetics	<ul style="list-style-type: none"> • Is able to analyse a poultry farm productivity and advice farmers about their choice of breed or hybrid. • Is able to predict the effect of breeding decisions • Is able to explain the application of genomic selection • Is able to calculate the heritability of traits and reliability of breeding values • Is able to explain the effects of inbreeding and cross breeding
HAPO08 Current Issues	<ul style="list-style-type: none"> • is able to explain recent global developments in the poultry sector • is able to discuss current issues in the poultry sector with stakeholders • is able to judge the feasibility of innovations in the poultry sector
Aeres competencies:	
To cooperate, To present, to research, to innovate, to organise, to enterprise, to endorse sustainable behaviour	
Final Qualifications:	
<ul style="list-style-type: none"> • To analyse and optimise a livestock farm in relation to the environment of the farm • To acquire projects and give advice • To design and execute applied research • To inform specific target groups in an interactive way • To show corporate social responsibility and introspect 	

2.2. International Entrepreneurship (AIES)

International Entrepreneurship (AIES)			
International Entrepreneurship (for international students only)			
Coordinator:	Albert Canrinus	Credits:	13

Module elements	EC	Name	Exam	Period	Literature
AIES01	4	Business plan and oral advice during consultancy meeting	Assessment	1+2	<ul style="list-style-type: none"> • Learning guide + ppt+ info blackboard
AIES02	2	Farm economics	Exam	1	<ul style="list-style-type: none"> • Brouwers, M.P. & W. Koetzier; The basics of financial management Noordhoff, Third edition, 2015 ISBN10: 9789001839147
AIES03	1	Strategic management	Assignment	2	Info teacher / ppt / blackboard
AIES04	2	Marketing and Sales training	Assignment	1	<ul style="list-style-type: none"> • Blythe, J.; Essentials of marketing, 5th edition, 2012 ISBN 9780273757689
AIES05	2	World agricultural policy	Exam	2	<ul style="list-style-type: none"> • McCormick, J.: Understanding the European Union, 2017. ISBN 9781137607751
AIES06	1	Human Resource Management	Assignment	2	<ul style="list-style-type: none"> • Info teacher / ppt / blackboard
AIES07	1	International Livestock production	Assignment	1	<ul style="list-style-type: none"> • Info teacher / ppt / blackboard

Entrance requirements	Basic knowledge about poultry production and management
Professional task	<p>In this module the student:</p> <ul style="list-style-type: none"> • will learn how to act as an adviser or entrepreneur in an international environment. • Will develop and write a marketing plan and execute a sales talk

	<ul style="list-style-type: none"> Will write a strategic advisory report (business plan) and present this in an advisory meeting to the farmer (part 2). <p>This includes professional communication with farmers, gathering and analysing data and formulate advice which are consistent with the objectives of the farmer.</p>
Role:	Advisor/Entrepreneur/Account manager
Methods:	assignments, classes, practical training and farm visits
Fields of expertise	Objectives (the student):
AIES01	<ul style="list-style-type: none"> Is able to analyse financial and technical data of a poultry farm out of actual year reports Is able to develop a strategic business plan Is able to give a written and oral advice about strategical farm management.
AIES02 Farm economics	<ul style="list-style-type: none"> Is able to read a financial year report of a farm Is able to analyse the financial situation of a livestock production farm. Is able to advise farmers about farm development based on key process indicators (KPI)
AIES03 Strategic management	<ul style="list-style-type: none"> Is able to develop a sector vision based on found historic developments and using appropriate strategic analyse techniques
AIES04 Marketing and Sales training	<ul style="list-style-type: none"> Is able to write a marketing plan and perform a sales talk
AIES05 EU-Agricultural policy	<ul style="list-style-type: none"> Is able to use knowledge about EU-agricultural policy in the planning of mid and long term farm development
AIES06 Human resource management	<ul style="list-style-type: none"> Is able to plan and manage human resources on animal production farms
AIES07 International Livestock production	<ul style="list-style-type: none"> Is able to analyse and explain worldwide developments in the livestock production sector
Aeres competencies	
To show leadership capabilities, to cooperate, to present, to innovate, to organise, to enterprise, to endorse sustainable behaviour, to appreciate the global perspective	
Final Qualifications:	
<ul style="list-style-type: none"> To analyse and optimise a poultry farm in relation to the actual environmental and social developments To overview the international poultry sector To develop a strategic business plan To develop products and services and find markets for these products and services To translate and apply actual legislation and political developments into the farm management and strategy To inform and give advice to farmers and specific target groups in an interactive way To manage poultry processes and people in the agricultural production sector To show corporate social responsibility and introspect 	

2.3. Personal Development (APL4L)

Personal development (APL4iL)					
Coordinator:		Wieke van der Vlis (VLW)		credits:	7
Module elements	EC	Name	Exam	Period	Literature
APL4iL01	1	Managing competences	Report	4	Syllabus APL4i
APL4iL02	2	Ethics	Class discussions & assignments	2	Syllabus APL4i
			Final report	2	

APL4iL03	2	Research methodology, design & reporting	Assignments	2	<ul style="list-style-type: none"> Jong, de, J., (2017). <i>Effective strategies for academic writing, the road towards essay, paper or thesis</i>. Bussum: Coutinho. ISBN 9789046905050 Baarda, B. (2010)- research, this is it! Noordhoff uitgevers ISBN 9789001790264 <p>Suggested for further reading: http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf</p>
APL4iL04	2	Quantitative Research methods with statistics & SPSS	training	2	<ul style="list-style-type: none"> Manfred te Grotenhuis, Anneke Matthijssen (2015). <i>Basic SPSS Tutorial</i>, Sage Publications. ISBN 9781483369419 B. Baarda & C. van Dijkum (2014). <i>Introduction to statistics with SPSS 2nd ed.</i> ISBN 9789001834418 <u>or</u> D.B. Baarda, M.P.M. De Goede (2004). <i>Introduction to statistics with SPSS 1st ed.</i> ISBN 9789020732979, Noordhoff Uitgevers <p>Suggested for further reading: Naresh, K. Malhotra. (2009). <i>Marketing Research: An Applied Orientation</i>. Global Edition, 6/E: Pearson Higher Education. ISBN: 9780136094234.</p>
Entrance requirements:	N.A.				
Professional task:	Personal Development and self-reflection Develop and utilize research skills in preparation for the final thesis.				
Role:	Junior professional				
Methods:	Training, classes , individual assignments. computer classes, presenting				
Fields of expertise:	Learning objectives (the student):				
Personal development	<ul style="list-style-type: none"> Reflects constantly on his or her own personal- and competency development, part of the lifelong learning paradigm. 				
Ethics	<ul style="list-style-type: none"> The student shows he or she is able to formulate an opinion on important and current aspects of the professional work environment, based on own experience and norms and values or that of others, while he or she is able to separate opinion from facts. The student shows that he or she can and is willing to openly discuss and exchange ideas with others on these kinds of topics. 				
Desk research, qualitative research, quantitative research, field research	<ul style="list-style-type: none"> Will be aware of the different types of research (quantitative vs. qualitative) Will be able to identify which type of research is suitable to solve a given problem 				
Research design, research methods and techniques	<ul style="list-style-type: none"> The student is able to identify a challenging topic within the International Agricultural Business. The student is able to search for relevant information on a topic in the Agricultural Business and to further work out the description of the topic. The student is able to describe the relevance of researching the topic in the Agricultural Business. The student is able to describe the knowledge gap of the research topic and can translate this into a main question. The student knows the different forms of research, is able to choose the relevant form, design and methodology of research. The student is able to perform the research according to scientific methodology. The student can present the research findings in writing and orally depending on the target group. 				
SPSS	<ul style="list-style-type: none"> The student is able to use Microsoft Excel and other quantitative tools to process data and use statistics for research papers. 				

	<ul style="list-style-type: none"> The student knows how to analyze and interpret data using SPSS in the framework of qualitative research
Aeres competencies:	
<ul style="list-style-type: none"> To introspect: 8 out of 10 Aeres competencies must be at level 3 (highest level). Assessed by means of final report and meeting in which students show examples of situations where they worked on improving their competencies. The examples given are based on the goals students set at the beginning of the year and halfway through the third and fourth year. The examples are given using the STARR method and goals are formulated according to the SMART method. To research (level 2): The student identifies and describes a problem or a development, formulates a practice-based research question and answers this using a suitable research method. To cooperate (level 2): The students will be part of group work in order to conduct research and achieve the desired result by delivering a research report and a poster presentation. To present (level 2): The student is able to communicate the setup and the results of the research in a poster presentation. 	
Final qualifications:	
<ul style="list-style-type: none"> Management and development of own professional and personal attitude and skills Effective cooperation and communication in a multi-disciplinary, intercultural environment. Setting up and implementing an applied business research in the agri-food business 	

2.4. Company Placement (AGWP)

Graduation Work Placement (AGWP)					
Graduation Work Placement					
Coordinator:		Wieke van der Vliis-Hetsen (VLW)		Credits:	
				17	
Module Element	ECTS	Name	Mode of Exam	Exam period	Literature
AGWP01	17	Graduation Work Placement	Report	1234	n.a.
Entrance requirements:		None			
Professional task:		Based on own choice			
Role:		Junior professional			
Methods:		work placement			
Fields of expertise:		Learning objectives (the student):			
Based on own choice		<ul style="list-style-type: none"> Preparation for the work environment in which the student works on professional tasks. Gains knowledge into different companies and job profiles. Is able to work on and show proof of 3 selected Aeres competencies, based on the students own choice, on level 3 in a professional setting. 			
Aeres-competencies:		Based on own choice			
Final Qualifications:		Check curriculum overview and programme profile.			

2.5. Thesis (AAFwi)

Graduation project (AAFwi)					
Thesis Project					
Coordinator:		W. van der Vliis-Hetsen		Credits:	
				10	
Module element	ECTS	Name	Mode of Exam	Exam period	Literature
AAFwi01	10	Thesis	Report + thesis seminar	1234	Kumar, R. (2014). <i>Research methodology a step by step guide.</i>

				<p>http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf</p> <p>Jong, de, J., (2017). <i>Effective strategies for academic writing, the road towards essay, paper or thesis</i>. Bussum: Coutinho. ISBN 9789046905050</p>
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Entrance requirements:	All research modules should have been completed with sufficient marks
Professional task:	Research topic based on own choice
Role:	Junior professional
Methods:	Independent research
Fields of expertise:	Learning objectives (the student):
Based on own choice	<ul style="list-style-type: none"> Preparation for the work environment in which the student works on professional tasks. Is able to work on and show proof of 3 selected Aeres competencies, based on the students own choice, on level 3 in a professional setting.
Aeres competencies:	
Based on own choice	
Final qualifications:	
Check curriculum overview and programme profile.	

Klik hier als u tekst wilt invoeren.

3. Examination and Assessment Regulations 2018-2019

The current course regulations are in conformity with the *Examenregeling Aeres UAS Dronten* and they represent the distinguishing features of the international courses at Aeres UAS. All courses comply with the key study and qualification objectives of the curricula from which they stem. These qualifications are assumed in the courses, and the learning objectives presented here are only the specific ones, not what is Bachelor generic.

The course regulations are published online. Use the following link to find the regulations:
<https://www.aereshogeschool.nl/over-aeres-hogeschool/publieke-verantwoording/onderwijs-en-examenregeling>.