

**FACULTY OF AGRICULTURAL SCIENCES**  
UNIVERSITY OF THE PUNJAB, LAHORE

<b>Programme</b>	BS-Agribusiness	<b>Course Code</b>	AB-206	<b>Credit Hours</b>	3(2-1)
<b>Course Title</b>	<b>POULTRY BUSINESS MANAGEMENT</b>				
<b>Course Introduction</b>					
<p>Poultry business management encompasses the comprehensive oversight and strategic direction of poultry farming operations, aimed at optimizing productivity and profitability. This field involves the effective administration of various components, including the breeding, raising, and marketing of poultry products such as meat and eggs. Essential aspects include financial planning, resource allocation, health and nutrition management, biosecurity measures, and compliance with regulatory standards. Efficient poultry business management ensures sustainable practices, high-quality product output, and market competitiveness, contributing significantly to the agricultural sector and food industry. This introduction provides a foundational understanding of the critical elements and best practices in managing a successful poultry enterprise.</p>					
<b>Learning Outcomes</b>					
<p>On the completion of the course, the students will:</p> <ol style="list-style-type: none"> <li>1. Comprehensive Understanding of Poultry Farming Technique</li> <li>2. Financial and Resource Management Skills</li> <li>3. Proficiency in Health and Biosecurity Measures</li> <li>4. Knowledge of Regulatory Compliance and Industry Standards</li> <li>5. Marketing and Sales Strategies</li> </ol>					
<b>Course Content</b>					<b>Assignments/Readings</b>
<b>Week 1</b>	1.1 Introduction of the course				General Discussion
	Basic concepts of course				
<b>Week 2</b>	1.2 History and development of poultry industry				Internet
	Practical Work Demonstration of different breeds,				
<b>Week 3</b>	1.3 Components of poultry industry and their business integration				Internet
	Practical Work Selection of hatching eggs,				
<b>Week 4</b>	1.4 Components of poultry industry and their business integration				Internet

	Practical Work Handling of incubators	
<b>Week 5</b>	1.5 Current status and future potentials of poultry industry	Internet
	Practical Work Handling of brooders,	
<b>Week 6</b>	1.6 Broiler farm management	
	Practical Work Handling of various farm equipment	Internet
<b>Week 7</b>	1.7 Layer farm management	
	Practical Work Handling of various farm equipment	
<b>Week 8</b>	1.8 Bio-security of poultry enterprises,	Internet
	Practical Work Various managmental practices at poultry farms	
<b>Week 9</b>	<b>MID TERMS</b>	
<b>Week 10</b>	1.9 Poultry welfare issues,	Internet
	Practical Work Performance assessment of broiler	
<b>Week 11</b>	1.10 Record keeping in poultry industry	Internet
	Practical Work Performance assessment of layer and breeder flocks	
<b>Week 12</b>	1.11 Computerized record keeping of poultry enterprises	Internet
	Practical Work Economics of disease control	
<b>Week 13</b>	1.12 Marketing of poultry and poultry products	Internet
	Practical Work Record keeping and analysis of different poultry enterprises,	

<b>Week 14</b>	1.13 Supply chain and value addition of poultry and poultry products	Internet
	Practical Work Feasibility reports for broiler, layer and breeder farms.	
<b>Week 15</b>	1.14 Export issues for poultry and poultry products,	Internet
	Introduction to HACCP	
<b>Week 16</b>	1.15 Global-GAP	Internet
	IFS.	
<b>Textbooks and Reading Material</b>		
<ol style="list-style-type: none"> <li>1. Wright, L. (2023). The illustrated book of poultry. BoD–Books on Demand.</li> <li>2. Scanes, C. G., &amp; Christensen, K. D. (2019). <i>Poultry science</i>. Waveland Press.</li> <li>3. Gussem, M., K. Meddelkoop, K. Mullen and E. Veer. 2013. Broiler Signals: A practical guide for broiler focused management. Rood Bont Agricultural Publishers, U.K.</li> <li>4. Banerjee, G.C. 2013. A Text Book of Animal Husbandry. Oxford Publishing Inc. UK.</li> <li>5. Donald, D.B and W.D. Weaver. 2007. Commercial Chicken, Meat and Egg Production. Springer Pvt. Ltd., India</li> <li>6. Haq, A. and M. Akhtar. 2004. Poultry Farming, Higher Education Commission, H-9 Islamabad, Pakistan.</li> </ol>		
<b>Teaching Learning Strategies</b>		
<ol style="list-style-type: none"> <li>1. Lectures</li> <li>2. Discussions</li> <li>3. Presentations</li> <li>4. Quiz</li> <li>5. Assignment</li> </ol>		
<b>Assignments: Types and Number with Calendar</b>		
<ol style="list-style-type: none"> <li>1. review of poultry business in Pakistan</li> <li>2. Government and private poultry businesses</li> </ol>		
<b>Assessment</b>		

<b>Sr. No.</b>	<b>Elements</b>	<b>Weightage</b>	<b>Details</b>
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.