

PO 3011 Freshman Seminar

COURSE SYLLABUS

OBJECTIVE:

1. Evaluate incoming poultry majors so that deficiencies can be addressed before they become major problems.
 2. Expose the students to issues and situations that they will face if they are employed in the poultry industry.
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Seminar 1 -- Introduction

The purpose and expectations of attending this seminar were explained. Students are asked to stand at the front of the room and introduced themselves including their hometown, their family background and why they were majoring in poultry.

Seminar 2 -- Problem Solving

The students are asked to solve a writing and math problem. The purpose was to evaluate the students' ability to think through problems and their ability to express themselves on paper.

Seminar 3 -- Industry History

A history of the industry and its evolution into the vertically integrated system of today is presented.

Seminar 4 -- Industry Structure

Typical organizational structures of the vertically integrated U.S. Poultry industry are presented and explained. This is followed by a discussion of what jobs they might want to pursue and what would be expected in those positions.

Seminar 5 -- Industry Expectations

The expectations of the industry in the areas of work ethic, communication and decision making skills are explained and discussed. An assignment for the next session is given: The students are to visit a local grocery store, make a list of poultry containing products, their prices and an estimation of quantity of poultry in the product.

Seminar 6 -- Poultry Products

The student lists of products and prices will be discussed. This will be done so the unit prices of poultry in processed products and individual pieces can be compared. This demonstrates the importance of adding value to products and to introduce the students to understanding nutritional labels. Both of these issues are important in the industry.

Seminar 7 -- Student Topic

At the introductory seminar students are encouraged to bring forth topics that they would like to discuss. This session is reserved for on or more of those topics. In the

past topics have included animal welfare, the future of agriculture and employment interview techniques. Some of these have been incorporated into the regular curriculum as a result of the first discussions.

Seminar 8 -- Employment Interviews and Work Etiquette

Important aspects of preparing for job interviews, putting together a resume were presented. In addition typical questions were discussed, as were methods of handling problem areas in an individual's qualifications.

Seminar 9 -- Animal Welfare and Animal Agriculture

A brief presentation on animal welfare issues surrounding the industry will be presented so that the topic can be discussed. The purpose of this session is to familiarize students with the language of "animal welfare" and to introduce them to the issues that typically involve animal agriculture so they can form their own opinion and response to critics of the industry.

Seminar 10 -- Why do I have to take....

This session is designed to explain the relevance of courses such as microbiology, English and accounting to poultry science. Each student is asked to name a course they wondered "why they had to take" and to describe their "dream job". Role playing techniques are utilized to show them that the course in question would be of use to them in not only their "dream job" but in their every day lives.

Seminar 11 -- Crises Management

Crises are a regular aspect of working with live animals under conditions subject to the changes in the weather. During a crisis, the management style of a company changes to fit the situation. This is an area that often confuses new employees and causes them to make mistakes that can affect their careers. A variety of examples, such as tornadoes, ice storms, and disease outbreaks are used to illustrate how the management changes and why. These same examples are used to explain appropriate responses from employees.

Seminar 12 -- Evolution of the chicken and Chicken Lore

There will be a brief presentation of current thinking regarding the evolution of the chicken along with a presentation of "chicken lore". This session is designed to give the student answers for some of the questions they will encounter in their careers that are outside the regular poultry science curriculum.

Seminar 12 -- Student Topic

Seminar 13 -- Grower Relations

Issues facing the industry and the contract poultry growers will be discussed. Students will be introduced to problems experienced by the contract poultry growers as well as industry practices that are often misunderstood. The purpose of this discussion is to expose students to one of the more serious problems facing the industry. A poultry grower will be asked to participate in this session.

Seminar 14 -- Cost of the Chicken, Part I

The "settlement sheet" is the primary farm performance record maintained by each poultry company. The sheet allows evaluation of flock problems, farmer problems and other issues. A settlement sheet will be presented to the students with most information included. The factors involved will be explained and the students will be required to complete the sheets indicating the amount the farmers would be paid. This presented basic information on the factors evaluated by the industry to

determine performance, grower pay, etc. It also gave the students another practical application of mathematics.

Seminar 15 -- Cost of the Chicken, Part II

A presentation will be made on the cost of the various factors from the breeder flocks to the retail market, which make up the cost of the chicken to be sold. The effect of changes in the market price of commodity poultry as well as feed components will be examined.