

## **ANSC 2513, ANIMAL PRODUCTION AND MARKETING SPRING 2019**

**Instructor:** Negusse F. Kidane, Ph.D.  
**Section # and CRN:** P01- ANSC 2513  
**Office Location:** Agriculture and Business Bldg. Room # 316  
**Office Phone:** 936-261-2507  
**Email Address:** [nfkidane@pvamu.edu](mailto:nfkidane@pvamu.edu)  
**Office Hours:** Monday through Thursday; 9:00 AM – 11:00 AM (open door policy)  
**Mode of Instruction:** **Face to Face Lecture and Lab**

**Course Location:** Agriculture and Business Bldg 217  
**Class Days & Times:** **Lecture TR 12:30 pm - 1:20 pm Lab R 2:30 pm - 4:20 pm (AgBus BLD 322)**  
**Catalog Description:** ANSC 2513 Animal Production and Marketing: 3 semester hours.  
 This Animal Production and Marketing course deals with the production of domestic farm animals both food and companion animals that are common in the United States, and the marketing of these animals as well as their products. These include production of small ruminants (sheep and goats), Cattle (dairy and beef cattle), swine, and poultry and marketing of these animals and their products including milk, meat, eggs and other byproducts. The course also covers topics on production and marketing of companion animals especially dogs and cats.

**Prerequisites:** None:  
**Co-requisites:** None:  
**Required Texts:** None

**Recommended Texts:** Modern Livestock and Poultry Production, 9<sup>th</sup> Edition, by Frank B. Flanders and James R. Gillespie

### **Student Learning Outcomes:**

	<b>Upon successful completion of this course, students will be able to:</b>	<b>Program Learning Outcome # Alignment</b>	<b>Core Curriculum Outcome Alignment</b>
1	To impart knowledge relating the animal to its ultimate value as a food product and the marketing channels by which animal and their products sale		
2	Be familiar with livestock terminology, the expected performance of animals raise using good management and husbandry practices, and characteristics of the primary breeds of farm livestock.		
3	To understand principles underlying the selection of replacement stock for continued genetic improvement in the herd or flock.		
4	To understand animal reproduction, some management principles for improving reproductive efficiency, and be familiar with technologies such as estrous synchronization, artificial insemination and embryo transfer.		

5	To understand changes in body composition relative to muscle, fat, and bone as an animal grows and understand how these changes affect gains, feed efficiency, grading and judging animal and animal products and market channels and market prices.		
6	Know the major components of livestock feeds and be able to compare similarities and differences in feed digestion by cattle, sheep, swine, and horses.		

**Course Goals or Overview:**

A goal of the course is to help students make informed judgements about animal production and marketing to develop an attitude of appreciation and respect for the industry and its products of food, fibre, sport, and companionship. In addition to the content areas presented here, this goal requires critical thinking skills; an assertive self-disciplined, self-starter that questions the powers to be; has general overview knowledge of the science component of animal agriculture and has an appreciation of agriculture in general.

**Course Objectives/Accrediting Body (NCATE, ABET, NAAB, etc..) Standards Met: (standards will depend on the course)**

To acquaint students with the knowledge of feeding, husbandry practices, breeding and genetics, and the performance of farm animals and other objectives or specialized accrediting agency requirements as needed.

**Major Course Requirements**

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course. Note: See Program Outcomes in True Outcomes

**Exams** – written tests designed to measure knowledge of presented course material

**Exercises** – written assignments designed to supplement and reinforce course material

**Projects** – Literature based assignments designed to measure ability to apply presented course material

Class Participation – daily attendance and participation in class discussions

*(points will vary according to instructor’s grading system)*

**Method of Determining Final Course Grade**

*(Points will vary according to instructor’s grading system)*

Course Grade Requirement	Value	Contribution to Final Grade
1. Value of the 2 exams (1 <sup>st</sup> and 3 <sup>rd</sup> exams)	15% (each)	30
2. Major Assignment/Project	10%	10
3. Midterm exam	20%	20
4. Lab, attendance, quizzes	10%	10
5. Final exam	30%	30
<b>Total</b>	<b>100%</b>	<b>100</b>

**Grading Criteria and Conversion:**

A = 90 – 100 pts;

B = 80 – 89 pts;

C = 70 – 79 pts;

D = 60 – 69 pts;

F = 59 pts or below

Note: Exams: There will be two written, one-hour exams and a comprehensive Midterm and Final exams. These exams will consist multiple choices, short answers and essay types. The instructor reserves the right to changes these policies as needed.

Note: Assignments

Detailed description of Major Assignments with information including title, rubrics and due date will be given separately and will also posted on ecourse : [See eCourses online for description]. All assignments Must Be types, Use font size 12.

## Course Procedures or Additional Instructor Policies

### Task stream

Taskstream is a tool that Prairie View A&M University uses for assessment purposes. At least one of your assignments is **REQUIRED** to be submitted as an "artifact," an item of coursework that serves as evidence that course objectives are met. More information will be provided during the semester, but for general information, you can visit Taskstream via the link in eCourses.

NOTE: All assignments must be submitted on time, formatting should be 12 font, times new Roman and double spaced. DO NOT COPY OR PLAGIARIZE OTHER STUDENTS ASSIGNMENTS ETC. All assignments can be found in your eCourses online. Turn in all assignments as hard copy in class on the due dates. No cell phones and other class disruptions will not be tolerated

## Semester Calendar Animal Production and Marketing

Week one-week sixteen	Course Contents
Week One Unit 1	<ul style="list-style-type: none"> <li>• Introduction to Animal Science and Animal Production</li> <li>• Systems of Animal Productions</li> <li>• Economic Role of Animal Production (US)</li> </ul>
Week Two  Units 2	<ul style="list-style-type: none"> <li>• Domestication and Importance of Farm Animals</li> <li>• History of domestication of Farm Animals</li> <li>• Location and purpose of domestication</li> <li>• Classification of animals</li> </ul>
Units 3	<p><b>Taxonomy and Classification</b></p> <ul style="list-style-type: none"> <li>• Scientific Method and Techniques used in animal production</li> <li>• Nomenclature of Animals</li> <li>• Types of Animals</li> <li>• Distribution of animals in the US.</li> </ul>
Week Three  Unit 4	<ul style="list-style-type: none"> <li>• <b>Livestock products</b></li> <li>• Consumption of livestock products</li> <li>• Services from livestock</li> <li>• Trends in Animal Agriculture</li> </ul>
Week Four  Unit 5	<ul style="list-style-type: none"> <li>• Animal Behavior, Welfare and Animal Right</li> <li>• Animal Behavior and Types of Temperaments</li> <li>• Learned Behavior of Animals and Reinforcement techniques</li> <li>• Differences between Animal Welfare and Animal Right</li> <li>• Federal and State Legislations Regarding Animal Rights</li> <li>• Anatomy and physiology</li> <li>• Feed and nutrients</li> <li>• Animal Breeding</li> </ul>
<b>EXAM 1</b>	
Week Five –Week six  Unit 6	<p><b>Animal Nutrition:</b></p> <ul style="list-style-type: none"> <li>• Principles of nutrition</li> <li>• Classification of nutrients               <ul style="list-style-type: none"> <li>○ Organic nutrients</li> <li>○ Inorganic nutrients</li> <li>○ Water as nutrient</li> <li>○ Feeds and Feeding</li> </ul> </li> </ul>
Week Seven and Eight  Unit 7	<ul style="list-style-type: none"> <li>• Digestion and absorption of nutrients</li> <li>• Nutrient requirement</li> </ul> <p>Applied Animal Nutrition</p> <ul style="list-style-type: none"> <li>• Feeding</li> <li>• Ration formulation</li> <li>• Feed additives and growth hormones</li> <li>• Growth and Development of Animals</li> </ul>
<b>Exam 2</b>	
Week Nine and Ten  Unit 7	<p>Small Ruminant Production and Marketing</p> <p>Breeds and selection</p> <p>Feeding management</p> <p>Housing of Farm Animals</p> <p>Disease and Parasite</p>

<b>Week Eleven</b>  <b>Unit 8</b>	<ul style="list-style-type: none"> <li>• Small Ruminant Production and Marketing</li> <li>• Breeds and selection</li> <li>• Feeding management and housing</li> <li>• Grading and Marketing of live sheep and goats,</li> <li>• Grading and Marketing of wool and mohair</li> <li>• Disease and Parasite</li> <li>• Marketing of poultry meat and eggs</li> </ul>
<b>Week Twelve</b>  <b>Unit 8</b>	<ul style="list-style-type: none"> <li>• Beef and Dairy Cattle Production and Marketing</li> <li>• Breeds of Beef Cattle</li> <li>• Feeding management of beef and dairy cattle.</li> <li>• Diseases and parasites of Cattle</li> <li>• Marketing beef and dairy cattle</li> <li>• Selecting and Judging cattle</li> <li>• Grading meat and milk</li> <li>• Marketing beef and milk</li> </ul>
	<b>Exam 3</b>
<b>Week Thirteen</b>  <b>Unit 9</b>	<ul style="list-style-type: none"> <li>• Swine Production and Marketing</li> <li>• Breeds of swine</li> <li>• Feeding management of swine</li> <li>• Diseases and parasites of</li> <li>• Marketing swine</li> <li>• Selection and judging swine</li> </ul>
<b>Week Fourteen</b> <b>Unit 10</b>	Horse Production and Marketing <ul style="list-style-type: none"> <li>• Selection of horse</li> <li>• Feeding management of horse</li> <li>• Diseases and parasites of horse</li> <li>• Marketing horses</li> <li>• Poultry Production and Marketing <ul style="list-style-type: none"> <li>○ Introduction to Vertically Integrated Poultry Production</li> <li>○ VI Broiler Production</li> <li>○ Parties participate in the VI Broiler Production</li> </ul> </li> </ul>
<b>Week Fifteen</b> <b>Unit 11</b>	<ul style="list-style-type: none"> <li>• Production and Marketing Companion Animals (Dogs and cats)</li> <li>• (This topic will be assigned as Major course project) <ul style="list-style-type: none"> <li>• Laboratory Animal Management</li> </ul> </li> </ul>
	Housing and Equipment <ul style="list-style-type: none"> <li>• Sanitation and disinfection in Animal Farms</li> <li>• Biosecurity</li> </ul> Safety and Personal Protective Equipment
<b>Week Sixteen</b>	Class Project Presentations Course Review <b>FINAL EXAM</b>

### Student Support and Success

#### John B. Coleman Library

The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online,

and through local agreements to further the educational goals of students and faculty.  
<https://www.pvamu.edu/library/> Phone: 936-261-1500

### **The Learning Curve (Center for Academic Support)**

The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

### **The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)**

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

### **Writing Center**

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-261-3724.

### **Student Counseling Services**

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and provides assistance to students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

### **Testing**

The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

### **Office of Diagnostic Testing and Disability Services**

As a federally mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include: learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, livescribe, Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

### **Veteran Affairs**

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

### **Office for Student Engagement**

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual,

recreational, community service, leadership development and campus governance. Location: Memorial Student Center Rm. 221. Phone: 936-261-1340

### **Career Services**

Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Evans Hall Rm. 217. Phone: 936-261-3570

## **University Rules and Procedures**

### **Disability Statement (Also See Student Handbook):**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

### **Academic Misconduct (See Student Handbook):**

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

### **Forms of Academic Dishonesty:**

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

### **Nonacademic Misconduct (See Student Handbook)**

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. The Dean of Students under nonacademic procedures will adjudicate such incidents.

### **Sexual Misconduct (See Student Handbook):**

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

### **Title IX Statement**

Prairie View A&M University (PVAMU) is committed to supporting students and complying with the Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience

to Ms. Alexia Taylor, PVAMU's Title IX Coordinator. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

### **Class Attendance Policy (See Catalog for Full Attendance Policy)**

Prairie View A&M University requires regular class attendance. Attending all classes supports full academic development of each learner whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or Internet.

Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

### **Student Academic Appeals Process**

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

## **TECHNICAL CONSIDERATIONS**

### **Minimum Recommended Hardware and Software:**

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

**Note:** Be sure to enable Java & pop-ups in the Web browser preferences

### **Participants should have a basic proficiency of the following computer skills:**

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

### **Netiquette (online etiquette):**

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

### **Technical Support:**

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

### **Communication Expectations and Standards:**

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.



***Discussion Requirement:***

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The instructor will determine the exact use of discussion.

**It is strongly suggested** that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it/they should be copied and pasted to the discussion board.