



FACULTY OF AGRICULTURE

DEPARTMENT OF ANIMAL SCIENCE

UNDERGRADUATE PROGRAM

MODULE HANDBOOK

Module designation	Livestock Trading Management
Semester(s) in which the module is taught	6 th Semester
Person responsible for the module	Dr. Mohd. Agus Nashri Abdullah, S.Pt., M.Si.
Language	Indonesia, English
Relation to curriculum	Compulsory Modules
Teaching methods	Lectures, audiovisual aids, discussions and Q&A sessions, group assignments.
Workload (incl. contact hours, self-study hours)	<ul style="list-style-type: none"> • 100 minutes lecture and discussion per week • 120 minutes structured tasks per week • 120 minutes learn to be independent per week[DR1]
Credit points	2 SKS = 3.2 ECTS
Required and recommended prerequisites for joining the module	-
Module objectives/intended learning outcomes	<ul style="list-style-type: none"> • Students are able to understand the scope and insights of Livestock Agribusiness Management. • Students are able to explain the elasticity of supply and demand for livestock products. • Students are able to describe the institutions, channels, and functions of livestock marketing. • Students are able to explain price and margin analysis, marketing costs, and marketing efficiency.
Content	This 3-credit course consists of 2 credits of theory and 1 credit of practice, and is offered in the odd semester. It aims to provide knowledge on the application of basic concepts of agribusiness management in managing and operating livestock enterprises, particularly the application of marketing management to support livestock development.
Examination and Assesement Formats	Practice, work, independent, quiz and Q&A

Study and examination requirements	<ul style="list-style-type: none"> ● Examination: 50% ● Assignments/Quizzes: 20% ● Attitude: 20% ● Attendance: 10%
Reading list	<ol style="list-style-type: none"> 1. Santoso, E.P. & Fitasari, D.E. 2022. <i>Manajemen Pemasaran Agribisnis Peternakan</i>. Yogyakarta: Deepublish. 2. Marisa, J. & Sitepu, S.A. 2024. <i>Manajemen Industri Ternak Ruminansia: Konsep dan Aplikasi</i>. Medan: Tahta Media. 3. Junaedi, Masir, U., Syamsuryadi, B., dkk. 2024. <i>Manajemen Ternak Ayam Pedaging</i>. Palembang: Megapress. 4. Sudjarwo, E., Suryahadi, S., Hermanto, D., dkk. 2019. <i>Manajemen Produksi Ternak Unggas</i>. Bandung: Kubuku Press. 5. Hidayati. (Editor: Yaman, A.) 2021. <i>Manajemen Pembibitan Ternak Ruminansia</i>. Banda Aceh: USK Press.