



FACULTY OF AGRICULTURE

DEPARTMENT OF ANIMAL SCIENCE

UNDERGRADUATE PROGRAM

MODULE HANDBOOK

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| Module designation | Beef Industry Management |
| Semester(s) in which the module is taught | 6 th Semester |
| Person responsible for the module | Ir. Asri, M.Rur. Sc |
| Language | Indonesia, English |
| Relation to curriculum | Elective Modules |
| Teaching methods | Lecture, discussion, project learning |
| Workload | <ul style="list-style-type: none">▪ 100 minutes of lecture and discussion per week▪ 120 minutes of structured tasks per week▪ 120 minutes of independent activity per week |
| Credit Points | 2 SKS = 3,2 ECTS |
| Required and recommended prerequisites for joining the module | Beef Livestock Production Technology (SPTK2026) |
| Modules objectives/intended learning outcomes | <ul style="list-style-type: none">● Students understand the scope and insight of Beef Livestock Industry Management.● Students understand the relationship between production factors and Beef Livestock Industry Management.● Students understand the role of land potential suitability and managerial roles in beef livestock businesses. |
| Content | This 3-credit course consists of 2 credits for theory and 1 credit for practice, and is offered in the even semester. It provides knowledge on the application of management concepts in the meat livestock industry, particularly the relationship between production factors and meat livestock industry management, the process of selecting and procuring breeding stock for meat livestock production, as well as the marketing management of meat livestock, including criteria for marketable animals and market segmentation. |
| Exam and Assessment Formats | Essay, Case Study |
| Study and Examination Requirements | <ul style="list-style-type: none">● Field Work 25%● Class Participation 20%● Midterm Exam 25%● Final Exam 30% |

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| Reading List | <ol style="list-style-type: none">1. Field, T. G. (2021). <i>Beef production and management decisions</i> (7th ed.). Pearson.2. Muhamad, N., Wulandari, S. W., Kusuma, S. B., Ningsih, N., Yulinarsari, A. P., & rekan. 2024. <i>E-Book Produksi Ternak Sapi Potong</i>. Yogyakarta: Deepublish Digital.3. Hidayati. 2021. <i>Manajemen Pembibitan Ternak Ruminansia</i>. Banda Aceh: Syiah Kuala University Press.4. Syamsu, J. A., & Asja, M. A. 2023. <i>Pengantar Teknologi Industri Pakan</i>. Makassar: Indicus.5. Sejian, V., Chauhan, S. S., Devaraj, C., Malik, P. K., & Bhatta, R. eds. 2021. <i>Climate Change and Livestock Production: Recent Advances and Future Perspectives</i>. Singapore: Springer. |
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