



FACULTY OF AGRICULTURE

DEPARTMENT OF ANIMAL SCIENCE

UNDERGRADUATE PROGRAM

MODULE HANDBOOK

Module designation	Practicum For Beef Industry Management
Semester(s) in which the module is taught	6th semester
Person responsible for the module	Ir. Asril, M.Rur.Sc
Language	English
Relation to curriculum	Elective Modules
Teaching methods	Laboratory Practice, Field Observation, Case Study, Simulation, Project Work
Workload (incl. contact hours, self-study hours)	Laboratory & Practical Session: 60% Field Visits: 25% Seminar/Discussion: 15%
Credit points	1,6 ECTS
Required and recommended prerequisites for joining the module	Animal Production Management, Livestock Business Management
Module objectives/intended learning outcomes	Students are able to apply practical skills in beef industry management, including cattle handling, feeding strategies, health monitoring, and marketing. They will gain experience in value chain analysis, production efficiency improvement, and integration of modern technologies in beef production systems.
Content	Hands-on cattle handling techniques; practical feeding and nutrition management; health monitoring procedures; beef grading and carcass evaluation; field observation of beef production facilities; value chain mapping; application of digital tools for production monitoring; project work on beef industry case studies.
Examination and Assessment Formats	Practical Project Report, Logbook, Oral Presentation
Study and examination requirements	Case Method 30% Practical Implementation 40% Assignment/Report 30%
Reading list	Aberle, E.D., Forrest, J.C., Gerrard, D.E., & Mills, E.W. (2012). Principles of Meat Science. Kendall Hunt Publishing. Lalman, D., & Doye, D. (2013). Beef Cattle Production. Oklahoma Cooperative Extension Service. Field, T.G., & Taylor, R.E. (2011). Beef Production and Management Decisions. Pearson Education.