



## Module Specification

Part 1: Basic Data					
Module Title	Pig and Poultry Production				
Module Code	UILV7H-15-2	Level	2	Version	1
Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Hartpury	Field	Animal and Land		
Department	Agriculture	Module Type	Standard		
Contributes towards	BSc (Hons) Applied Agriculture BSc (Hons) Applied Agriculture (SW) BSc (Hons) Applied Agriculture (Livestock Production) BSc (Hons) Applied Agriculture (Livestock Production) (SW) BSc (Hons) Applied Agriculture (International) BSc (Hons) Applied Agriculture (International) (SW)				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	None		
Last Major Approval Date	19 January 2017	Valid from	1 September 2017		
Amendment Approval Date		Revised with effect from			
Review Due By	1 September 2023				

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Appraise current pig and poultry production methods and systems in the UK in comparison to global producers. (A)</li> <li>2. Analyse the effect of reproductive technologies and genetic progression on industry production targets. (B)</li> <li>3. Determine the importance of effective marketing of pig and poultry products to improve profit margins. (A, B)</li> <li>4. Evaluate key factors that affect product quality and assess their contribution to human health issues. (A, B)</li> </ol>
Syllabus Outline	<p>This module aims to introduce students to the pig and poultry industries including:</p> <ul style="list-style-type: none"> <li>• A brief history and current structure of the pig and poultry industries in the UK compared with other major producing countries of the world.</li> <li>• Typical pig and poultry production systems in the UK including major aspects of breeding, feeding, rearing, animal health, transport and slaughter in comparison to the rest of the world.</li> <li>• Appraise production methods and systems, marketing, adding value to produce and food standards via a range of visits.</li> <li>• Reproductive technologies and genetic progression.</li> <li>• Market and consumer analysis.</li> <li>• Emerging trends in global pig and poultry production.</li> </ul>

<p>Teaching and Learning Methods (and contact hours)</p>	<p>The module will include lectures and seminars which will focus on evidence informed practice utilising visits and directed learning on the VLE. Visits to external pig and poultry producers will allow students to develop their practical and vocational skills within the industries.</p> <p>Students are expected to carry out independent study to support their knowledge and understanding of the subject. The module has directed study time where students will be set reading tasks for seminar work.</p> <p><b>Virtual Learning Environment (VLE)</b> This specification is supported by Moodle where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.</p>																																			
<p>Key Information Sets Information</p>	<p>HEFCE require Key Information Sets (KIS) to be produced at programme level for all undergraduate programmes of more than one year in length. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="483 696 1382 1050"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td style="text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" data-bbox="596 1451 1272 1684"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	<b>Key Information Set - Module data</b>					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	50%	Coursework assessment percentage	50%	Practical exam assessment percentage	0%		100%
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<p>Reading Strategy</p>	<p>Students are expected to read a range of text books, journal articles and industry relevant publications in support of the module.</p> <p>Any <b>core</b> essential reading will be indicated clearly in the first week of module teaching along with the method for accessing it, e.g. students may be expected to purchase a set text, be given a study pack, or be referred to texts that are available electronically, etc. This guidance will be available on the relevant VLE page.</p>																																			

	<p><b>Further</b> and wider reading is encouraged for this module with relevant material indicated in lectures, lecture notes, seminar preparation instructions and on the relevant VLE.</p> <p><b>Access and skills</b>  Formal opportunities for students to develop their library and information skills are provided within the induction period and study skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.</p>
Indicative Reading List	<p>The following list is offered to provide an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</p> <p>Books:</p> <p>Austic, R.E. and Nesheim, M.C (Current Edition). <i>Poultry Production</i>. London: Lea and Febiger.</p> <p>Agriculture and Horticulture Development Board (Current Edition). <i>Pig &amp; Poultry Pocketbook</i>. Stoneleigh: Agriculture and Horticulture Development Board.</p> <p>Beynon, N. (Current Edition). <i>Pigs: A Guide to Management</i>. Marlborough: The Crowood Press Ltd.</p> <p>Green, N. (Current Edition). <i>Opportunities for Innovation in the Pig Supply Chain</i>. Oxford: Nuffield Farming Scholarship Trust.</p> <p>Gregory, N.G. and Grandin, T. (Current Edition). <i>Animal Welfare and Meat Production</i>. Cambridge: CABI.</p> <p>Kleyn, R. (Current Edition). <i>Chicken Nutrition; A Guide for Nutritionists and Poultry Professionals</i>. Nottingham: Context.</p> <p>Sandilands, V. and Hocking, P.M. (eds.) (Current Edition). <i>Alternative Systems for Poultry: Health, Welfare and Productivity</i>. Cambridge: CABI.</p> <p>Whittemore, C.T. and Kyriazakis, I. <i>Whittemore's</i> (Current Edition). <i>Science and Practice of Pig Production</i>. Birmingham: Blackwell Publishing.</p> <p>Journals and periodicals:</p> <p>The Pig Journal</p> <p>Journal of Poultry Science</p> <p>Pig and Poultry Yearbook</p> <p>Websites:</p> <p>Agriculture Horticulture Development Board <a href="http://pork.ahdb.org.uk/">http://pork.ahdb.org.uk/</a></p> <p>The Pig Site <a href="http://www.thepigsite.com">http://www.thepigsite.com</a></p> <p>Understanding Animal Research  <a href="http://www.understandinganimalresearch.org.uk">http://www.understandinganimalresearch.org.uk</a></p> <p>British Poultry <a href="http://www.britishpoultry.org.uk">http://www.britishpoultry.org.uk</a></p>

### Part 3: Assessment

<b>Assessment Strategy</b>	<p>The module is assessed through an industry reflective report on a known pig or poultry enterprise or business, and a written exam. The individual enterprise or business will be agreed between module tutor and student early in the module. Ongoing tutor support through tutorials will allow formative feedback to be given on drafts of students reports prior to submission. Exemplar questions and answers will be reviewed during seminars, students will also be encouraged to complete practice exam questions and will receive verbal feedback on their progress.</p> <p>In line with the Institution's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.</p>
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<b>Identify final assessment component and element</b>	<b>Industry Reflective Report</b>	
<b>% weighting between components A and B</b> (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>50%</b>	<b>50%</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Seen Written Examination (2 Hours)	50%	
<b>Component B</b> (Uncontrolled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Industry Reflective Report (2,000 words)	50%	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Seen Written Examination (2 Hours)	50%	
<b>Component B</b> (Uncontrolled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Industry Reflective Report (2,000 words)	50%	
<p>If a student is permitted a retake of the module under the Academic Regulations and Procedures, the assessment will be that indicated by the Module Specification at the time that retake commences.</p>		