***AG 9 Introduction to Agricultural business***

REEDLEY COLLEGE - FALL 2016

Lecture: M,Tu,W,Th,F 9:00 AM to 9:50 AM Room4

**Contact Information**

Instructor: Desiree Molyneux Office: LSH 2

Phone: 638-0300 ext. 3283 Office Hours: M &Tu 10:00 AM – 12:00 AM Also by arrangement

E-mail: desiree.molyneux@reedleycollege.edu Fri 10:00 AM – 11:00 AM

**Course Description**

Course Specifics: 3 Units - 2 lecture and 3 Online lab hours per week

Basic Skills Advisories: Eligibility for Eng 125, Eng 126, and Math 101

Introduction to agribusiness issues as they relate to the food processing, wholesale and retail sectors of the agricultural industry.

Coverage of methods and tools agribusiness managers use to evaluate business opportunities. Case studies serve to communicate concepts of product distribution, design, promotion and pricing in the development of a marketing plan

**Text/Materials**

Required Text: Principles Of Agribusiness Management, Beierlein, 2014

Optional Text: Introduction to Agricultural Accounting, Wheeling, 2008

Required Materials: Calculator

Graph Paper

**Course Outcomes**

|  |
| --- |
| *Upon completion of this course, students will be able to:* |
| 1. Demonstrate an understanding of how agribusiness organizations are structured. 2. Demonstrate an understanding of the steps in the managerial problem solving process. 3. Explain how economic principles relate to agribusiness management. |

**Course Objectives**

|  |
| --- |
| *In the process of completing this course, students will:* |
| 1. Recognize and describe agricultural business organizational structures including; sole proprietorships, partnerships, corporations, franchises, and cooperatives. 2. Identify and explain the four functions of management and how they relate to the agribusiness organization. 3. Develop an awareness of the basic laws, regulations, and regulatory agencies that interact with the agriculture community. 4. Recognize, evaluate, and propose solutions to problems in personnel, ethics and communication. 5. Identify the role of the agricultural manager. 6. Visit local agricultural production, processing, and marketing businesses in California and discuss the business operations with company personnel. |

**Course Outline**

**Week Chapter Topic**

1 PART ONE—MANAGEMENT IN AGRIBUSINESS: AN INTRODUCTION

1 Agribusiness

2 Management Today

2 3 Managerial Roles and Skills

PART TWO—THE ENVIRONMENT OF AGRIBUSINESS MANAGEMENT

3 4 Organizational Environments

4 5 The Competitive Environment

5 6 The Global Environment

***Test*** *(Chapters 1–6)*

7 The Ethical and Social Environment

PART THREE—PLANNING AND DECISION MAKING IN AGRIBUSINESS

6 8 Basic Managerial Planning

9 Strategy and Strategic Planning

7 10 Planning Tools and Techniques

8 11 Managerial Problem Solving and Decision Making

***Test*** *(Chapters 7–11)*

PART FOUR—ORGANIZING IN AGRIBUSINESS

9 12 Organizing Concepts

13 Organization Design

10 14 Organization Change and Innovation

15 Staffing and Human Resources

11 ***Test*** *(Chapters 12–15)*

PART FIVE—LEADING IN AGRIBUSINESS

16 Individual and Interpersonal Processes

12 17 Leadership

18 Employee Motivation

13 19 Groups and Teams

20 Managerial Communication

14 ***Test***  *(Chapters 16–20)*

PART SIX—CONTROLLING IN AGRIBUSINESS

21 Organizational Control

15 22 Managing Quality

23 Operations and Technology Management

16 24 Information Systems

17 Appendix B Control Techniques and Methods

18 ***Test*** *(Chapters 21–24)* ***FINAL REVIEW***

**Attendance**

1. Attendance is mandatory since the majority of learning occurs in the lecture/laboratory environment.
2. ALL ABSENCES ARE UNEXCUSED
3. Students are personally responsible for obtaining notes/information missed due to an absence. Notes/information can be obtained from a fellow classmate or by meeting with the instructor during regularly scheduled office hours.
4. Students will earn TEN (10) points each day for showing up on time and prepared to work. If a student is late for class they will only earn FIVE (5) points. If students are not in attendance they will earn no (0) points for the day.
5. Please notify the instructor if you know in advance that you will be absent from class.
6. College policy dictates that an instructor may drop a student with two consecutive weeks of unexcused absences (i.e., class meets two times per week, 4 unexcused absences equals a drop
7. At the end of the 9th week of instruction, no withdrawals are permitted and the student must receive a grade.
8. Make-up tests and assignments will only be allowed for emergency situations and pre-excused absences.

**Methods for Measuring Student Achievement and Determining Grades**

The methods for measuring student achievement & determining grades are:

###### Skill Demonstrations, Quizzes and Exams

All assignments are due at the beginning of the class session on the date due. Late assignments can be submitted for grading; however, all late assignments will receive a deduction in the amount of 50% of the overall point value for that specific assignment.

**Course Grade Determination**

Class performances and field work (i.e., Recruitment presentations, hosting recruitment activities, leadership training activities, and email communication) will be required. Course emphasis will be placed on leadership and recruitment presentations.

Class Performance 20%

Tests 40%

Quizzes 40%

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = under 60%

**Policy on Cheating & Plagiarism**

In keeping with the philosophy that students are entitled to the best education available, and in compliance with Board Policy, each student is expected to exert an entirely honest and individual effort toward attaining an education. Violations of this policy will result in disqualification for the course.

**Accommodations for Students with Disabilities**

If you have a verified need for an academic accommodation or materials in alternate media (i.e., Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me as soon as possible.

**Behavioral Standards**

1. It is a common courtesy to turn off all electronic devices (i.e., cell phones, mp3 players, etc…) when in a group setting. Please exercise this courtesy!
2. Students are expected to conduct themselves in a mature and responsible manner that respects the rights of all other individuals.

**Important Dates**

1. Instruction Begins August 15th
2. Labor Day September 5th
3. Veterans Day November 11th
4. Thanksgiving Break November 24th – 25th
5. Finals Week December 12th – 16th

**Final Exam TBA**