***AGBS 1***

***Introduction to Agricultural business***

**Contact Information**

Instructor: Kevin Woodard Office: AGR 12

Phone: 638-3641 ext. 3719 Office Hours: As Posted at AGR12 (also by arrangement)

E-mail: [kevin.woodard@reedleycollege.edu](mailto:kevin.woodard@reedleycollege.edu)

**Course Description**

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

Course Specifics: 3 Units – Expect 5 hours per week

Basic Skills Advisories: English 125, English 126, and Math 101

**Text/Materials**

Recommended Text: Agribusiness Principles and Management, VanFleet, VanFleet, Seperich

Required Materials: Academic necessities (see expectations)

**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**

The Role and Organization of an Agribusiness

Agribusiness’s place in California, United States, and the global economy

Types of agribusiness

The Organization of an agribusiness

Types of Business Structure

Managing the agribusiness

Management

Planning

Leading

Organizing

Controlling

Managerial Problem Solving in Agriculture

Diagnosis of the situation

Generating alternative

Evaluating alternatives

Selecting the best alternative

Implementing the alternative

Evaluation of results

Financial Management and Control of Agribusiness

General business economics

Overview of financial statements

Human Resource Management

The role of the agriculture manager

Agriculture employee motivation

Teams and teambuilding

Labor relations

Business Law and Ethics in Agriculture

Agriculture values

Agriculture ethics

Personal values

Ag Law and the regulatory environment

**Lab Activities Outline**

1. Commodity Production Industries
2. Sales and Service
3. Agriculture Processing Industries
4. Specialty Ag Product Industries
5. Natural Resource Agencies and Services
6. Career Exploration
7. Agricultural Cooperatives
8. Commodity Marketing
9. Agriculture Agencies and Services
10. Agriculture Career Portfolio
11. Agriculture Geography & Climate
12. Agriculture Markets and Market Channels
13. Agriculture Issues:
    1. Labor
    2. Water
    3. Environment
14. Production/Processing for Export