**Syllabus**

***Welcome to AGBS 1 –***

***🚜Introduction to Agricultural Business 🌾***

🧡🖤REEDLEY COLLEGE FALL 2023🖤🧡

**Course Format**    3 Units - 5 hours per week. Hybrid

\*Students MUST attend in person

**Instructor Contact Information**

***Instructor****:****Jennifer Sousa******Office****: AGR 12****Phone****:  494-3000 ext. 3681*

Office Hours:    M, W, F 10:00am - 11:00am, (by appt) T/TH 8:00am - 9:00am (by appt)

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

**Reedley College**

**Section**:                         58298

**Lecture**:                         AGR1   Tuesday/Thursday 10:00am - 10:50am

**Lab**:                               Online as assigned

**Course Specifics:**                      3 Units - 2 lectures and 3 lab hours per week

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

### **📝Course Description**

Welcome to the Introduction to Agriculture Business. We will learn about Agribusiness issues related to the agricultural industries, food processing, wholesale, and retail sectors. I look forward to spending the semester with you and learning about this vital industry. Coverage of methods and tools agribusiness managers use to evaluate business opportunities. Case studies communicate product distribution, design, promotion, and pricing concepts in developing a marketing plan. Throughout the semester, you will experience various feelings, including success and failure; challenge and boredom; accomplishment and frustration. Please know that your fellow students and I are here to help you through it. In addition, persistence and hard work mean more than "intelligence." Put in the time and effort, and I know you will succeed. As an instructor, I will do everything to give you all the resources and support to help you succeed. If I am not doing this, please feel free to reach out to me.

### **📙Text/Materials**

NO Required Text:

Required Materials: Computer with Microsoft Programs

**Course Student Learning Outcomes**

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| *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**

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

**Course Outline**

*📝Lecture Content:*

1. The role and Organization of an Agribusiness
2. Agribusiness's place in California, the United States, and the global economy
3. Types of agribusinesses
4. The Organization of an agribusiness
5. Types of Business Structure
6. Managing the agribusiness
7. Management
8. Planning
9. Leading
10. Organizing
11. Controlling
12. Managerial Problem Solving in Agriculture
13. Diagnosis of the situation
14. Generating alternative
15. Evaluating alternatives
16. Selecting the best alternative
17. Implementing the alternative
18. Evaluation of results
19. Financial Management and Control of Agribusiness
20. General business economics
21. Overview of financial statements
22. Human Resource Management
23. The role of the agriculture manager
24. Agriculture employee motivation
25. Teams and team building
26. Labor relations
27. Business Law and Ethics in Agriculture
28. Agriculture values
29. Agriculture ethics
30. Personal values
31. Ag Law and the regulatory environment

**🥼Lab Content:**

1. Commodity Production Industries
2. Livestock Production Industries
3. Agriculture Processing Industries
4. Specialty Ag Product Industries
5. Natural Resource Agencies and Services
6. Forest Industry and Products
7. Agricultural Cooperatives
8. Marketing Cooperatives
9. Agriculture Agencies and Services
10. Agriculture Technician Categories and Services
11. Agriculture Geography & Climate
12. Agriculture Markets and Market Channels
13. Agriculture Issues:
14. Labor
15. Water
16. Environment
17. Production/Processing for Export

**Attendance**

* + WEEKLY PARTICIPATION is EXPECTED. Students will be DROPPED FROM THE COURSE after their 3RD WEEK without course interaction.
  + All absences are UNEXCUSED. If you do not show up to work, you do not get paid
  + Students are expected to log on to Canvas each week and remain on track with a pacing guide.
  + If you plan to DROP THIS COURSE, you will need to follow college protocol. If you do not quickly visit on time, YOU WILL BE HELD ACCOUNTABLE FOR YOUR GRADE.
  + At the end of the 9th week of instruction, no withdrawals are permitted, and the student must receive a grade.
  + Make-up tests and assignments will only be allowed for EMERGENCY SITUATIONS AND PRE-ARRANGED ABSENCES.

**Methods of Evaluation:**

This course will use any or all the following formative and summative assessments:

* Oral and written case analysis,
* Oral and written reflections on students’ learning and metacognition,
* Portfolio construction and presentation,
* Academic reports recorded in academic style using A.P.A. formatting,
* Quizzes,
* Summative assessments,
* Presentations and demonstrations, and
* Class participation.

***All assignments are due by 11:59 pm on Canvas. Late assignments can be submitted for full credit up until the Unit ends and 1/2 credit up until the Wednesday before Finals week.***

**Course Grade Determination**

Tests will be true/false, multiple-choice, short answer, and essay questions. Written laboratory reports and written homework will be required. Course emphasis will be placed on the analysis of records and accounting.

Letter grades will be calculated by using the following standard percentage point evaluation:

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = under 60%

**Late Work:**

* All work is assigned at 11:59pm on Sunday unless otherwise specified.
* The assignment will remain open for one week after the due date for submission with a deduction of points.
* After the assignment closes and if you need it reopened you will need to email me with the reason why it did not get done on time and the assignment may or may not be reopened depending on the situation.

#### **Discussions:**

There will be online discussions in this course. Each can earn up to 25- points. For each topic, please share your answers with our group. Your initial response must be in the discussion forum on or before Friday at 11:55 pm. **Each assignment has a two-day grace period. You will have 48 hours (about 2 days) after the due date to submit late work. After the grace period has ended, I will no longer accept any late work. This DOES NOT apply to your final exam or our graded survey.** It is important to get contributions into the forum so a discussion can follow before the forum closes. Then take time to **respond to at least TWO other people’s postings** using a “high quality” response. *Please use a separate posting for each response and always start it with the name of the student you are sharing with.* Remember, just agreeing or disagreeing is not a “high quality” response. When we provide our opinions and thoughts to others, it is important that we support them with proof in the form of examples, other statements, facts, theories, and evidence. This process of making a “claim” and then providing at least two items of “proof” creates a “high quality” response. You have until Sunday evening at 11:59 pm to respond to two other students. **NO late discussions will be accepted in this course.**

Please go to your “Discussion” tab in Canvas and participate in your first discussion which is introducing yourself to the learning community. ***If you do not meet this first discussion deadline, I will assume you do not wish to stay in the class and will drop you unless you contact me.***

#### **Final Examination:**

There is one final examination. This last challenge will be:

*To develop a business idea and “pitch” it to potential investors for financial support. For the next eight weeks, you, and your teammates will consider what it might take to start a “for-profit” enterprise from the ground-up. You will then pitch your idea to a group of “investors” (us) to secure financing to bring your product/service to the market.*

The final examination is worth 200 points. **NO late final examinations will be accepted in this course.**

**End of Course Survey:** This is ungraded, but student insights will be used to make improvements to the course in future sections.

**Feedback:**

I believe in providing timely and effective feedback to all my students and will reply to your email within 1 to 2 days. You will be able to track your class progress in your Canvas shell for this course. Please allow 4 to 6 days for me to get grading done.

**📜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 from 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**

When in a group setting, it is a common courtesy to turn off all electronic devices (i.e., cell phones, mp3 players, etc....). Please exercise this courtesy!

1. Students are expected to conduct themselves maturely and responsibly, respecting the rights of all other individuals.

**General Course Policies:**

**🗝️Keys to success in this class:**

* Be attentive to every week’s assigned reading. Actively and critically read your text and be sure to read it before attempting any homework. Be prepared to spend about 4 to 6 hours a week working on this course.
* Keep up. If you fall behind it will become increasingly more difficult to get caught up. Make a study plan and follow it.
* Do the homework. You cannot learn the material without doing the homework, and you certainly cannot get a good grade without it.
* Submit all assignments on time.
* Keep me informed. Life happens. I am willing to make allowances for late work under emergency situations IF YOU LET ME KNOW RIGHT AWAY.
* Use me as a resource. I am here to help you succeed.
* Have FUN!

\*\*NOTE: The instructor reserves the right to change the scope and sequence to meet the needs of each class.

**👉Important Dates**

***FALL 2023 SEMESTER***  
 August 7, 2023 (M)                Instruction Begins  
 August 18, 2023 (F) Last day to drop a Fall 2023 Full-term class for FULL refund

August 25, 2023 (F) Last day to drop a Fall 2023-full term class in person with add authorization

August 25, 2023 (F) Last day to drop to avoid a “W”

September 4 (M) LABOR DAY HOLIDAY (no classes held)

October 1, 2023 (SU) Deadline to apply for graduation for Fall 2023

October 6, 2023 (F) Last Day to drop a full-term Fall 2023 class

November 10, 2023 (F) VETERANS DAY HOLIDAY (no classes)

November 23-24 (Th-F) THANKSGIVING HOLIDAY (no classes)

December 4-8 (M-F) Fall 2023 Final Exams Week

December 8, 2023 (F) End of Fall 2023 Semester

December 11-29 (M\_F) Winter Recess