

Ag Economics - Syllabus
Kings River Community College
1999 - Fall
Instructor - Cindy Bishop

AG2

Purpose of the Class: To provide solid training in agricultural economics and agri business.

- 1. Introduction** - Economics, Ag Economics, Macroeconomics, Microeconomics
Graphing - Purposes, types, techniques, X axis, Y axis, positive numbers, negative numbers
- 2. California and American Agriculture**
Top crops, Strength of CA Agriculture, Trends in Agriculture, Specializations, Diversification, Horizontal/Vertical Integration
- 3. Demand and the consumer**
Utility/Satisfaction, Diminishing Marginal Utility, Indifference Curves, Demand Elasticity Coefficient, Demand Curves, Movement in Demand, Shifts in Demand (Causes of), Income Elasticity, Cross Elasticity.
- 4. Supply and the producer**
Supply Curve, law of Supply, Movement/Shift in Supply (Causes Of), Elasticity Coefficient
- 5. Costs and producer decision making**
Opportunity, Fixed, Variable, Cash, Non-Cash, Functional Relationship of Costs - TVC, TFC, TC, AVC, AFC, ATC, MC, TR, MR.
- 6. Markets**
Free Enterprise System, Price role in allocation of resources, Types of markets (Perfect competition, Monopolistic competition, oligopoly, Monopoly), Price Takers, Price Searchers.
- 7. Market orders**
Need, History, allowable activities, Method to obtain, Advantages and Disadvantages to farmers and consumers.
- 8. Cooperatives**
Definition, Types, History, Principles of Operation, Payment Methods. (Purchase and sale, Commission, Pooling.)
- 9. Commodities/Futures Markets**
History, Definitions (Long, Short, Bull, Bear, Contract, Hedging Brokers, open Interest, Margin, Commission), Investment and Hedging examples.
- 10. Term Assignments**