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

**Reedley College Fall 2015**

Lecture: TTH 11:00 – 11:50 AGR 1 Kevin Woodard

Lab: Internet Days TBA Three hours/week

**Contact Information**

Instructor: Kevin Woodard Office: AGR 12

Phone: 638-3641 ext. 3719 Office Hours: M-W-F 9:00 am – 10:00am

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**Course Description**

Course Specifics: 3 Units - 2 lecture and 3 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

**Course 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 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**

Lecture Content:

1. The role and organization of an Agribusiness

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

b. Types of agribusiness

c. The Organization of an agribusiness

d. Types of Business Structure

e. Managing the agribusiness

2. Management

a. Planning

b. Leading

c. Organizing

d. Controlling

3. Managerial Problem Solving in Agriculture

a. Diagnosis of the situation

b. Generating alternative

c. Evaluating alternatives

d. Selecting the best alternative

e. Implementing the alternative

f. Evaluation of results

4. Financial Management and Control of Agribusiness

a. General business economics

b. Overview of financial statements

5. Human Resource Management

a. The role of the agriculture manager

b. Agriculture employee motivation

c. Teams and teambuilding

d. Labor relations

6. Business Law and Ethics in Agriculture

a. Agriculture values

b. Agriculture ethics

c. Personal values

d. 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:

a. Labor

b. Water

c. Environment

14. Production/Processing for Export

**Attendance**

1. Attendance is mandatory since the majority of learning occurs in the lecture/laboratory environment.
2. 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.
3. Please notify the instructor if you know in advance that you will be absent from class.
4. College policy dictates that an instructor should drop a student with two consecutive weeks of unexcused absences (i.e., class meets two times per week, 4 unexcused absences equals a drop: class meets 1 time per week, 2 unexcused absences equals a drop).
5. At the end of the 9th week of instruction, no withdrawals are permitted and the student must receive a grade.
6. 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:

###### Writing

* Laboratory reports and written homework

###### Problem Solving

###### Exams, quizzes, homework problems, laboratory reports

1. Examinations
   * Multiple Choice, True/False, Matching and Completion

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**

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 analysis of records and accounting.

Tests 55%

Lab Work 25%

Quizzes 10%

Homework 10%

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%

**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. Last Day to Register for a Full-Term Class September 4
2. Labor Day Holiday September 7
3. Last Day to Drop a Class (letter grades assigned after this date) October 16
4. Veterans Day Observed November 11
5. Thanksgiving Holiday Observed November 26 - 27
6. Finals Week December 14 - 18

**Final Exam Tuesday, December 15th, 11:00 am – 12:50 pm**