

Syllabus

Welcome to AGBS 1 -

Introduction to Agricultural Business

  REEDLEY COLLEGE SPRING 2024  

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 10:00am - 11:00am, (by appt)
- T/TH 9:00am - 10:00am (by appt)
- Friday - ONLINE BY APPT

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Reedley College

Section: 52305

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

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, 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.

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%

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

Spring 2024

IMPORTANT DATES FOR SPRING 2024

DATE	DAY	EVENT / DEADLINE
January 2	(T)	Campus re-opens after Winter Break
January 5	(F)	Last day to add a full-term or short-term Spring 2024 class in person 5:00 p.m.
January 7	(Su)	Last day to add a full-term or short-term Spring 2024 class through Self-Service 11:59 p.m.
January 8	(M)	Start of Spring 2024 semester
January 8 - March 8	(M-F)	Short-term Spring 2024 classes, first nine weeks
January 15	(M)	Martin Luther King, Jr. Day observed (no classes held, campus closed)
January 19	(F)	Last day to drop a Spring 2024 full-term class for full refund
January 26	(F)	Last day to register for a Spring 2024 full-term class in person with add authorization
January 26	(F)	Last day to drop a Spring 2024 full-term class to avoid a "W" in person
January 28	(Su)	Last day to drop a Spring 2024 full-term class to avoid a "W" on Self-Service
January 28	(Su)	Last day to add a Spring 2024 full-term class with add authorization on Self-Service
February 16	(F)	Lincoln Day observance (no classes held, campus closed)
February 19	(M)	Washington Day observance (no classes held, campus closed)
March 1	(F)	Deadline to apply for graduation for Spring 2024 completion
March 8	(F)	Last Day to drop a Spring 2024 full-term class (letter grades assigned after this date)
March 11 - May 17	(M-F)	Short-term Spring 2024 classes, second nine weeks
March 25 - March 29	(M-F)	Spring recess (no classes held, campus open Mar 25-28)
March 29	(F)	Good Friday observance (no classes held, campus closed) (classes reconvene Apr 1)
May 13-17	(M-F)	Spring 2024 final exams week
May 17	(F)	Last day to change a Spring 2024 class to/from Pass/No-Pass grading basis
May 17	(F)	End of Spring 2024 semester/commencement
May 27	(M)	Memorial Day holiday (campus closed)

SPRING 2024 FINAL EXAM SCHEDULE

IF CLASS MEETS	GROUP
<ul style="list-style-type: none"> • DAILY • MWF • M • W** • F** • MT • MW • MTh • MF • WTh** • WF** • MTW • MTTh • MTF • MWTh • MThF • WThF** • MTWTh • MTWF • MThF • MWThF 	A
<ul style="list-style-type: none"> • TTh • T • Th** • TW • TF • ThF** • TWTh • TWF • TThF • TWThF 	B
After 4:30 pm on: <ul style="list-style-type: none"> • M • MW 	Night M
After 4:30 pm on: <ul style="list-style-type: none"> • T • Th 	Night T
After 4:30 pm on: <ul style="list-style-type: none"> • W 	Night W
After 4:30 pm on: <ul style="list-style-type: none"> • Th 	Night Th
After 4:30 pm on: <ul style="list-style-type: none"> • F 	Night F

CLASS TIME/GROUP	FINAL DAY	FINAL TIME
All Saturday Classes	Saturday, May 11	Normal Class Time
7:00 am/A	Friday, May 17	7:00 am - 8:50 am
7:00 am/B	Thursday, May 16	7:00 am - 8:50 am
8:00 am/A	Monday, May 13	8:00 am - 9:50 am
8:00 am/B	Tuesday, May 14	8:00 am - 9:50 am
9:00 am/A	Wednesday, May 15	9:00 am - 10:50 am
9:00 am/B	Thursday, May 16	9:00 am - 10:50 am
10:00 am/A	Monday, May 13	10:00 am - 11:50 am
10:00 am/B	Tuesday, May 14	10:00 am - 11:50 am
11:00 am/A	Wednesday, May 15	11:00 am - 12:50 pm
11:00 am/B	Thursday, May 16	11:00 am - 12:50 pm
12:00 pm/A	Monday, May 13	12:00 pm - 1:50 pm
12:00 pm/B	Tuesday, May 14	12:00 pm - 1:50 pm
1:00 pm/A	Wednesday, May 15	1:00 pm - 2:50 pm
1:00 pm/B	Thursday, May 16	1:00 pm - 2:50 pm
2:00 pm/A	Monday, May 13	2:00 pm - 3:50 pm
2:00 pm/B	Tuesday, May 14	2:00 pm - 3:50 pm
3:00 pm/A	Wednesday, May 15	3:00 pm - 4:50 pm
3:00 pm/B	Thursday, May 16	3:00 pm - 4:50 pm
4:00 pm/A	Monday, May 13	4:00 pm - 5:50 pm
4:00 pm/B	Tuesday, May 14	4:00 pm - 5:50 pm
Night M	Monday, May 13	Normal Class Time
Night T	Tuesday, May 14	Normal Class Time
Night W	Wednesday, May 15	Normal Class Time
Night Th	Thursday, May 16	Normal Class Time
Night F	Friday, May 17	Normal Class Time
Exam Conflicts, Makeup Exams, or Exam by Special Arrangement*	Wednesday, May 15	7:00 am - 9:00 a.m.

DAY CLASSES

- If your class does not start on the hour, please assume that it starts at the beginning of the hour in order to determine on which day and at what time your final exam will be. (For example: If you have a 9:30 a.m. Tuesday/Thursday class, your class will then fall into group 9:00 B.)
- Classes which meet two days a week and which have different starting times for those two days will have a final exam determined by the first class meeting of the week. (For example: A class which meets at 9 a.m. on Monday and 10 a.m. on Wednesday will fall into group 9:00 A.)
- Examinations calling for special arrangements and/or approved makeup exams must be scheduled through the class instructor. Final examinations not adhering to this schedule may be made by the instructor and are subject to approval by the division dean.
- Students who have three final examinations scheduled on the same day may seek to have

EXTENDED DAY

(Classes beginning at or after 4:30 p.m. and Saturday classes.)

- Final exams will be given during the final exam week using the above schedule.
 - Classes which meet more than once during a week will meet only once during the final exam week, with the class meeting devoted to the final examination. Unless approved by the division dean, such classes will meet on the first normally scheduled night.
- NOTE: Instructors must submit their final grades in the Student Services Building, no later than noon on Monday, May 20, 2024
- * Open periods are for final exam conflicts, makeup exams, and exam by special arrangement.
- ** Classes falling into these groups are possibly in conflict with other classes. If so, the other classes have priority for the rooms. The instructor will choose an open period for the final exam.
- § For night classes, the instructor should begin the final exam at the time the class usually begins.