

BUS 364 Agribusiness Management

Objective: The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.

Getting Help:

To receive technical assistance on issues related to WebCT contact:

Academic Instructional Technology Help Desk

ES 102

Monday-Thursday

8:00 a.m. 9:00 p.m. Friday 8:00 a.m. 5:00 p.m.

(719) 5877371

ascwebct@adams.edu

Instructor Information:

Zena Buser, PhD

Office: BUS 234

719-587-8166

zenabuser@adams.edu

Office Hours:

10:00 – 11:00 AM, Monday and Wednesday, 1:00 – 2:00 PM Monday, Tuesday, Wednesday, or by appointment. These are my physical as well as virtual office hours, so feel free to visit in the manner that helps you most. I am in my office quite a bit, so feel free to call or email as questions arise – I will reply as soon as possible even if not during designated office hours.

Required Texts:

To order textbooks or obtain information about book titles, please go to www.exstudies.adams.edu and click on the – ASC Bookstore icon. Please use **Section Number: 1165** to order books from the Bookstore site.

Principles of Agribusiness Management, 4th ed. 2008. James G. Beierlein, Kenneth C. Schneeberger, and Donald D. Osburn. Waveland Press, Inc. ISBN: 978-1-57766-540-3.

Welcome

Welcome to BUS 364, Agribusiness Management. This is a very practical and applicable course for those interested in or already involved in production agriculture and/or those businesses supporting production agriculture. This course encompasses a variety of topics and issues related to the management of agribusinesses. Each module includes the lecture notes for the chapters included in the module. Time management will be important in obtaining greater value from the information presented, so please contact me in a timely fashion if you have any questions.

Introduction

This course is fully online, so you are in control of your schedule to meet the deadlines expressed in the following outline. You will be expected to read the chapters in the text as assigned as well as use the posted presentation slides and lecture notes to benefit your individual learning style. There is no face-to-face contact with the instructor in a completely online course, but you should not feel alone in this learning endeavor as I will be available by phone and email. You should also make use of networking opportunities with your fellow students in the WebCT chat room associated with the course. I would like to stress the importance of organization and avoidance of procrastination with this course. This syllabus outlines the pace of the course and my expectations of you as a student in this course. Deadlines exist to help keep everyone on schedule, if you are having trouble with a subject please contact me in a timely fashion so that you do not fall behind and become overwhelmed.

Credit Hours

3

Catalog Description

This course is designed to give the student knowledge and practical application capabilities concerning management issues in agribusiness management such as perceptions, scope and size, input and production sectors, functions of management and decision making, marketing and marketing management, competition, budgeting, organization and legal structure, inventory management, basic accounting and economic principles involved, capital budgeting, and human resources management.

Prerequisites

Bus 103 Intro to Business, Bus 105 Intro to Agribusiness, or instructor consent. Bus 207 Intro to Accounting I or instructor consent. Bus 361 Principles of Management or instructor consent.

Course Objective

The objective of this course is to provide the student with a foundation knowledge of basic agribusiness management issues, principles, and functions with some practical application in associated case studies. The student will be able to demonstrate an understanding of these agribusiness management issues and methods to effectively manage the resulting situations. The purpose of this syllabus is to guide the student through the requirements and evaluation criteria of the course, as well as aid in time management.

Student Learning Outcomes

At the end of this course, you should be able to:

1. Describe how natural resources and water law affects agricultural production in the United States, Colorado, and the San Luis Valley.

2. Identify which laws affect specific circumstances and what concerns would be thus expected in agricultural production.
3. Demonstrate methods of meeting regulatory requirements in various agricultural situations.
4. Develop knowledge of the costs and benefits of environmental regulation with regard to agricultural production and society at large.

Classroom Decorum: As this is class is 100% online, decorum in the classroom should not be an issue. However, regarding discussion boards, classroom chats, email, phone, and all other communications - mature, tolerant, and respectful behavior is expected.

Rude, disrespectful behavior toward other members of the class or myself will not be tolerated in this course. Plagiarism is not tolerated and will result in a failing grade.

Assignments

· Your continual assignment is to keep up with the reading and to give attention to the case studies in preparation for the exams. There are no formal written assignments for this course, but I encourage you to do the case studies and ask any questions you may have.

· **Exams:** Exams will be made available through the Assessments tab in WebCT on the day each exam is scheduled (see outline). You will have 5 days to answer the questions (hopefully correctly!) and submit your exam back to me. I will post your exam grade in the grade book when all exams are graded. ***Exams cannot be taken late.*** If you experience a situation that will prevent you from taking the exam during the week it is scheduled, please contact me to make arrangements prior to that specific week. Failure to contact me and make those arrangements will result in a grade of 0 on that exam, which will be damaging to your overall course grade.

· **Discussions:** Please use the Discussions tab to network with other students in the course and myself. The discussions tab allows members of the class to post messages which everyone can read and discuss anytime. I will check the discussions board weekly (at the least, if possible I will check daily) to be available for clarification and contribute to conversations as appropriate. This may help you with your case studies and exams, but is for networking and clarification purposes - you will not be graded on your discussions. That said ***all communication should be respectful, meaningful, and related to the course.***

Grading:

Exams (6 @ 100 points each)

600 points

Final

200 points

800 points

Grading Scale:

A = 90 – 100

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = below 60