

**AGB 4301**  
**Sustainability and Diversity in Ranch Business**  
**Spring 2020**

**Lecture times:** Tuesday & Thursday 09h00 – 10h15

**Instructor:** Dr. Ryan O’Shaughnessy

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Office: Everett E. Turner Range Animal Science Center, Room 115

Office hours: Tuesday and Thursday 13h30 – 16h00

**Text:** None specified at this time.

**Catalog description:** Application of the principles needed to diversify ranching portfolios such that ranch business may be sustainable. Particular areas of focus during this class will be cattle ranching, hunting, energy production, game ranching, and non-consumptive recreational use.

**Course objective:** To provide a general overview of factors to consider when diversifying ranching portfolios including business and legal applications.

**Grading:** Exam 1 – 15%  
Exam 2 – 15%  
Exam 3 – 15%  
Exam 4 – 15%  
Semester presentation – 15%  
Reports – 15% (3 page summations of guest speaker presentations)  
Active participation in classes and labs – 10%

**Scale:** 90 -100% = A  
80 – 89% = B  
70 – 79% = C  
60 – 69% = D  
< 60% = F

**Attendance:** No make-up quizzes, assignments, or exams will be given for unexcused absences. An excused absence is one where you notify the instructor PRIOR to being absent.

**Semester presentation:** Each student will prepare a 15 minute PowerPoint presentation outlining a business venture to be started on a ranch. The presentation should include information relating to the type of business to be started, target market, insurance, liability, times of operation, taxes, and equipment needed.

**Reports:** Throughout the semester we will have a variety of guest speakers. A 3 page report (12 pt, double spaced, Times New Roman font) of the presenters material is due ONE week following the presentation.

**Active participation:** Students who show an active interest in classes and labs, and who actively participate in class discussions and practicals will gain extra credit.

**Accommodations:** It is up to Sul Ross State University to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of physical, mental, or learning disabilities please contact the ADA coordinator for Program Accessibility located in Room 206 of the Briscoe Administration Building, or call 432-837-8203.

**Program learning objectives:**

Program Learning Outcomes for the **B.S. in Natural Resource Management**

The graduating student will demonstrate that he/she is able to:

1. Identify species of wildland plants and wildlife common to the western United States and describe their natural history.
2. Demonstrate knowledge of the elements of an ecosystem.
3. Communicate about natural resources and conservation both verbally and in writing.
4. Conduct range and wildlife inventories in a team setting.
5. Apply knowledge about elements of an ecosystem into an appropriate conservation management plan.

Program Learning Outcomes for the **M.Agr. in Range and Wildlife Management**

The graduating student will demonstrate that he/she is able to:

1. Apply statistical concepts and procedures to natural resource data
2. Evaluate literature and references as they apply to the natural resource field
3. Demonstrate their knowledge of the fundamentals and advanced concepts of range and wildlife management.

Program Learning Outcomes for the **M.S. in Range and Wildlife Management**

The graduating student will demonstrate that he/she is able to:

1. Apply statistical concepts and procedures to natural resource data
2. Evaluate literature and references to substantiate an applied research project.
3. Examine, select, and utilize appropriate resources, materials, and data collection instruments to implement research projects.
4. Justify and defend the research questions and design.