

AGB 4303 – Agricultural Business Management Course Syllabus – Fall 2019

Instructor

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Course Description

AGB 4303 is the course for people who want to add a business management foundation to a technical major from the College of Agricultural Sciences. The combination of your technical and business management skills is what employers most desire when they look for potential employees. This is why the faculty in your department made this a required course. Regardless of your major, most people find themselves as business managers some time during their careers managing time, money and people. When you complete AGB 4303 successfully you will have a solid knowledge of the critical agribusiness skills and their application so you will be able to handle just about any management situation you may encounter.

Course Objectives

Student objectives include the following:

1. How agribusiness firms operate in a global agri-food system that stretches from those who provide farmers and ranchers with the things they need to product a crop all the way to those who put food on our tables.
2. How what you do during your career to expand and improve the global agri-food system will determine whether the world will continue to be able to feed its growing population.
3. The role that business management has in the successful operation of an agribusiness firm.
4. The common business management principle that unifies everything a manager does is the desire to maximize the long run profits of the firm by profitably satisfying customers' needs. Maximizing long run profits means you're using all your resources efficiently - you are sustainable. Profitably satisfying customers' needs means you are effective - you are doing the right things. You will do all this while enhancing the economic well-being of your customers, employees, and investors.
5. The interrelated nature of the four functions of management--planning, organizing, controlling, and directing and how they help agribusiness managers accomplish their goals.
6. Why agribusiness management is an art supported by science.
7. The difference between managing things and leading people.
8. How the quality of the people you employ and how well you lead them makes the difference between success and failure.
9. The two golden rules of agribusiness management - be the kind of boss you would like to work for, and treat the customers the way the customers want to be treated.

Class Meeting Time/Place

Lecture/Lab: Tuesday, Thursday 12h30 - 13:45

NRM 129

Required Books and Supplies

- Barnard, F.L., Akridge, J.T., Dooley, F.L., Flotz, J.C. and Yeager, E.A. Agribusiness Management. Fifth Edition. Routledge Publishers.
- You will need a working knowledge of Microsoft Word, Excel, and

- PowerPoint.
- You will need to be able to create and read PDF files. You can create PDF files in Word or Excel. I will explain during the course.

Course Outline

Students in all sections of this course will learn the following content:

- Part 1 - Agribusiness management: scope, functions, and tasks
- Part 2 – Agribusiness management: organization and context
- Part 3 – Marketing management for agribusiness
- Part 4 – Financial management for agribusiness
- Part 5 – Operations management for agribusiness
- Part 6 – Human resource management for agribusiness

Course Grade

Exam I	15%
Exam II	15%
Exam III	15%
Homework	20%
Final Exam	20%
Class Participation	15%

Grade Assignment

90-100 = A
80-89 = B
70-79 = C
60-69 = D
<60 = F

Class Organization and Policy

Lecture and Lab are consecutive and attendance in both is essential. Lecture may run into lab if it is necessary to cover material, but in general the lab is set up for individual instruction. Please use this time wisely to work through examples, work on homework, and ask questions. It is unfair to other students to skip the individual lab instruction and then expect help during my office hours. I will be happy to help you during office hours if you are using lab time wisely. I will not be amenable to you skipping lab and then expecting personal instruction during my office hours.

Roll will be taken in each class meeting. The SRSU catalog states “The Instructor will drop a student from a course when the student has a total of nine absences.” An absence is defined as nonattendance to 50 minutes of class. One lecture/lab day is equal to 2 absences.

Missed lecture notes may be obtained from a classmate. See me or Blackboard for handouts and assignments that may have been missed.

No make up exams will be given for an unexcused absence. You must notify me of an excused absence **PRIOR** to the class you will miss and arrangements for make up exams must be made **BEFORE** the exam is given.

Late assignments will be accepted at the discretion of the instructor, with a **10% penalty for each day** that it is late. Late assignments will not be accepted once a full week has passed.

Academic dishonesty includes copying, sharing, or obtaining information from an unauthorized source, attempting to take credit for the intellectual work of another person, falsifying information, and giving or receiving information about a test, quiz, or assignment to other students. Any student involved in academic dishonesty will receive no credit (0) for work done and/or may be penalized in accordance with published University Rules.

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

Additional Outcome Objectives as Required by the Southern Association of Colleges and Schools:

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

Students will be able to identify species of wildland plants and wildlife common to the western United States and describe their natural history.

Students will be able to demonstrate knowledge of the elements of an ecosystem.

Students will be able to communicate about natural resources and conservation both verbally and in writing.