

AGB 4301 Sustainability & Diversity in Ranch Business

Spring 2022 T-Th 09:30 AM - 10:45 AM

Alpine Campus | Range Animal Science | Room 00128

Instructor Information

Instructor	Contact	Office Location & Hours
Dr. Hugo Santos	Email: hugo.santos@sulross.edu Phone: 432-837-8210	RAS 108 - MW, 12pm – 2pm or by appointment

General Information

Description

Application of the principles needed to diversify ranching portfolios such that ranch business may be sustainable.

Expectations and Goals

The course is designed to provide a general overview of factors to consider when diversifying ranching portfolios including business and legal applications.

Departmental Projected Learning Outcomes

Student will demonstrate that he/she is able to:

1. Demonstrate the basic skills of interpreting research data gathered in an agricultural context
2. Apply critical thinking skills to mitigate potential challenges in diverse animal sciences and related agricultural industries
3. Develop problem solving skills
4. Demonstrate the ability to communicate through written, spoken, and graphical methods.

Quality Enhancement Plan (QEP) Student Learning Outcomes:

1. The student will demonstrate effective development and expression of ideas in writing
2. The student will exhibit skill in prepared, purposeful oral communication of material or concepts
3. The student will create and deliver visual works that facilitate audience understanding of a central message or purpose

SRSU Library Services

The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

Reasonable Accommodation Statement

It is the SRSU policy to provide reasonable accommodation to students with disabilities. Accessibility services support for students with physical and psychological disabilities are available at Ferguson Hall 112. To make an appointment regarding disability accommodations, please call 432-837-8203.

Anti-Discrimination Statement

No person shall be excluded from participation in, denied the benefits of, or be subject to discrimination under any program or activity sponsored by Sul Ross State University on any basis prohibited by applicable law, including but not limited to race, color, national origin, religion, sex, age, disability, sexual orientation, or gender identity.

Academic Integrity

Students are expected to submit original work without unauthorized assistance. Academic dishonesty, which includes cheating, unauthorized collaboration, plagiarism, fabrication, multiple submissions, and aiding and abetting, will result in a grade of 0 on the work in question. Subsequent instances of academic dishonesty may result in more serious sanctions.

Late Work

It is expected that all assignments will be submitted on time. Valid absences include: 1) medical emergencies with a signed note from a doctor; 2) participation in a SRSU- sanctioned activity with a letter from faculty advisor; or 3) other emergencies or conflicts that are allowed at the professor's discretion. Students are expected to make up missed work within a week of the original due date. Late assignments will be accepted for 4 days following the initial due date and time with a 20% penalty per day late.

Required Text

There are NO required textbooks for this course.

Optional: Barnard, Freddie, L. et al. Agribusiness Management (6th Edition). Taylor & Francis, 2020.

Grading

Your course grade will be based on the following components:

Article and Journal Reviews: Extra material to complement the topics taught in class will be given throughout the semester. Students will be required to submit a summary along with a critical review on the topic for each given material before the date of Final Exam. Reviews should be 1-2 pages, typed (12 pt. Times New Roman font, double spaced), and submitted via Blackboard. No email responses will be accepted.

Assignments: There will be five assignments covering discussion questions. Additional assignments may be given during the semester.

Semester Presentation: Each student will prepare a 15 minute 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, equipment needed, business strategy and expected outcome.

Exams: There will be 5 exams throughout the semester, including the final. The Final Exam will be comprehensive. The lowest of the 4 first exam scores will be dropped (not the Final Exam). There will be no make-up exams without prior consultation with the course instructor.

Points available

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Exam 4	100 points
	(Drop lowest exam score)
Final Exam – comprehensive	200 points
Article and Journal Reviews	50 points
Assignments	100 points (20 points each)
Semester Presentation	100 points
Total	750 points

Grading scale (% of total class points):

A = 90-100% B = 80-89.99% C = 70-79.99% D = 60-69.99%
 F ≤ 59.99%

Tentative Course Schedule

Week	Topic	Chapter
01/11	Course Introduction and Course Expectations	
01/13	Agribusiness management Scope, functions, and tasks	Chapters 1-3
01/18	Agribusiness management Scope, functions, and tasks	
01/20	Agribusiness management Scope, functions, and tasks	
01/25	Agribusiness management: Organization and context	Chapters 4-5
01/27	Agribusiness management: Organization and context	
02/01	Review Exam 1	
02/03	Exam 1	Exam 1 & Assignment 1
02/08	Marketing management for agribusiness	Chapters 6-8
02/10	Marketing management for agribusiness	
02/15	Marketing management for agribusiness	
02/17	Review Exam 2	
02/22	Exam 2	Exam 2 & Assignment 2
02/24	Financial management for agribusiness	Chapters 9-13
03/01	Financial management for agribusiness	
03/03	Financial management for agribusiness	
03/08	Spring Break	
03/10	Spring Break	

03/15	Financial management for agribusiness	
03/17	Financial management for agribusiness	
03/22	Review Exam 3	
03/24	Exam 3	Exam 3 & Assignment 3
03/29	Operations management for agribusiness	Chapters 14-15
03/31	Operations management for agribusiness	
04/05	Human resource management for agribusiness	Chapters 16-17
04/07	Human resource management for agribusiness	
04/12	Review Exam 4	
04/14	Exam 4	Exam 4 & Assignment 4
04/19	Special Topics / Semester Presentation	
04/21	Special Topics / Semester Presentation	
04/26	Final Exam Review	Assignment 5
05/03	Final Exam - comprehensive	Final Exam

Subject to Change

This syllabus and schedule are subject to change at the discretion of the instructor. You will be provided information in advance. If you are absent from class, it is your responsibility to check on announcements made while you were absent.