

ANSC 4303 Agricultural Business Management

Fall 2022

Time: Web-Delivered | Meeting Place: Web-Delivered through Blackboard

Class correspondence will be through Blackboard or a student's SRSU email account.

Instructor Information

| Instructor | Contact | Office Location & Hours |
|-----------------|--|---|
| Dr. Hugo Santos | Email: hugo.santos@sulross.edu Phone: 432-837-8210 | By appointment Please allow 24-48 hours for a response |

General Information

Description

This course provides a business management foundation to support technical and business management skills for careers managing time, money and people. Students are expected to develop solid knowledge of the critical agribusiness skills and their application in many management situations they may encounter.

Expectations and Goals

Student objectives include demonstrating understanding of 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 produce 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.

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

Subject to Change

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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).

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

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

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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 may be given throughout the semester to complement the topics taught in class. Students will be required to submit a summary along with a critical review on the topic for each given material. 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.

Extra Assignments: Students may be required to do presentations, participate in group discussions or to complete exercise activities develop critical thinking and problem-solving skills. Assistance and guidelines on how to complete these assignments will be given throughout the semester.

Exams: There will be six exams throughout the semester, including the final. There will be no make-up exams without prior consultation with the course instructor.

Points available

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|-----------------------------|------------------|
| Exam 1 | 100 points |
| Exam 2 | 100 points |
| Exam 3 | 100 points |
| Exam 4 | 100 points |
| Exam 5 | 100 points |
| Exam 6 – Final Exam | 200 points |
| Article and Journal Reviews | Up to 100 points |
| Extra Assignments | Up to 150 points |
| Total | 700 – 950 |

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

| Date | Topic | Module |
|---------|--|--|
| 08.26 | The business of agribusiness Managing the agribusiness | Agribusiness management: Scope, functions, and tasks |
| 09.02 | Economics for agribusiness managers | + Exam 1 available |
| 09.09 | The organization of an agribusiness | Agribusiness management: Organization and context |
| 09.16 | International agribusiness | + Exam 2 available |
| 09.23 | Strategic market planning The marketing mix | Marketing management for agribusiness |
| 09.30 | Marketing decision tools for agribusiness | + Exam 3 available |
| 10.07 | Understanding financial statements | Financial management for agribusiness |
| 10.14 | Analyzing financial statements Financing the agribusiness | |
| 10.21 | Tools for evaluating operating decisions | |
| 10.28 | Tools for evaluating investment decisions | + Exam 4 available |
| 11.04 | Production planning and management | Operations management for agribusiness |
| 11.11 | Supply chain management for agribusiness | + Exam 5 available |
| 11.18 | Managing organizational structure | Human resource management for agribusiness |
| 11.25 | Managing human resources in agribusiness | |
| 12.02-7 | Final Examinations | Exam 6 - Final |

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