

AGB 4303 Agri-Business Management

Fall 2026

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
Mr. Luke Hendryx	Email: luke.hendryx@sulross.edu Phone: 432-837-6200 Ext 114	By appointment

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. What to 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-term profits of the firm by profitably satisfying customers' needs. Maximizing long-term 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

Students 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.

Marketable Skills

1. Students have a knowledge of techniques and equipment for planting, growing, and harvesting food products (both plant and animal) for consumption, including storage/handling techniques.
2. Student have knowledge of plant and animal organisms, their tissues, cells, functions, interdependencies, and interactions with each other and the environment.
3. Students have understanding the implications of new information for both current and future problem solving and decision-making.
4. Students use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
5. Students can identify complex problems and reviewing related information to develop and evaluate options and implement solutions. Communicating finding in both oral and written format a level appropriate for the needs of the audience.

SRSU Library Services

The Bryan Wildenthal Memorial Library in Alpine 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 by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu.

New for Fall 2023: Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, 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 information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. 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.

SRSU Accessibility Services Statement

Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Alpine students seeking accessibility/accommodations services can contact Mary Schwartz Grisham, M.Ed., LPC, SRSU's Accessibility Services Coordinator or Ronnie Harris, LPC at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email counseling@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University Alpine, Texas, 79832. Rio Grande College (Del Rio, Uvalde, and Eagle Pass) students can contact Alejandra Valdez by email at asv18en@sulross.edu or by calling (830) 758-5006.

Required Student Responsibilities Statement

All full-time and part-time students are responsible for familiarizing themselves with the Student Handbook and the Undergraduate & Graduate Catalog and for abiding by the University rules and regulations. Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

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.

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues

Supportive Statement

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create a supportive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

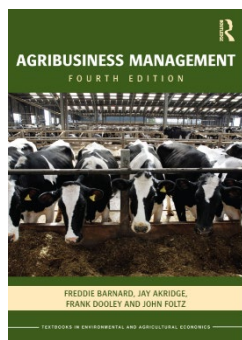
Late Work

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 late day.

Required Text

There are NO required textbooks for this course.

Optional: Barnard, Freddie, L. et al. Agribusiness Management (4th Edition). Taylor & Francis, 2012.



Sully Shelf Course Material Information

All the required course materials for your classes are being delivered through Sully Shelf, the campus-wide course materials program. Your student account will be charged automatically, and you will not need to make a separate purchase.

- For this course we will be using a digital **eBook accessed through BryteWave, powered by RedShelf**. You will receive an email directly from BryteWave donotreply@redshelf.com, with a link to access your account. Please follow directions in the email to access your virtual bookshelf. The first time you access the eBook you will see a screen prompting you to "View Course Materials".

If you wish to opt-out of this program, please follow the steps below:

- 1) Go to <https://ACCESSPortal.follett.com:443/2367>
- 2) Create an account using your student email account
- 3) Select Opt-Out to opt-out of the entire program. You will have an opportunity to opt back in if you choose to do so.
- 4) You can also Opt-Out from the student-specific link provided in the email from noreply@follett.com.

Important: If you Opt-Out, you will no longer have access to your digital materials and will need to purchase materials on your own. If you have physical (print) materials that you have already picked up from the campus store, please return the physical material(s) before opting-out.

If you have any questions about Sully Shelf or the charge to your student account, please contact the campus store by phone at (432) 837-8194 or via email at sullyshelf@follett.com.

Grading

Your course grade will be based on the following components:

Assignments: Reading material and activities will be given throughout the semester to complement lecture topics. It may include quizzes, discussions, critical article reviews, online or over the phone one-on-one meetings, and presentations. Assistance and guidelines on when and how to complete each assignment will be given throughout the semester.

Final Paper: At the end of the semester, students will be required to create a 3-page paper on a unique topic of their choice relating to agricultural business management. Assistance and guidelines on how to complete the assignment will be given throughout the semester.

Exams: There will be three exams throughout the semester. Additional assignments may be given during the semester. There will be no make-up exams without prior consultation with the course instructor.

Points available

10 Discussions @ 20 pts	200 points
Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Final Paper	200 points
Total	1000 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	Reference Information
08/24 – 08/30	Contact Information, Academic Integrity Check, and Welcome Discussion	Getting Started Folder
08/31	Exam 1 opens	
08/31 – 10/04	• The Business of Agribusiness • Managing the Agribusiness • Economics for Agribusiness Managers • The Organization of an Agribusiness • International Agribusiness	Chapters 1-5: Videos, PowerPoints, and Summaries.
10/05	Exam 2 opens	
10/05 – 11/08	• Strategic Market Planning • Tools for Marketing Decisions in Agribusiness • Understanding Financial Statements • Financing the Agribusiness • Tools for Evaluating Operating Decisions	Chapters 6-10: Videos, PowerPoints, and Summaries.
11/09	Exam 3 opens	
11/09 – 12/06	• Tools for Evaluating Investment Decisions • Production Planning and Management • Logistics and Supply Chain Management in Agribusiness • Managing Organizational Structure • Agricultural HR Management	Chapters 11-15: Videos, PowerPoints, and Summaries
12/09	Final Paper Due	All Class Materials

Subject to Change

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