

AGRIBUSINESS MANAGEMENT
AGEC 349- FALL 2009
School of Agriculture - Western Illinois University

INSTRUCTOR

Dr. Kevin J. Bacon

Office Phone: 309/298-1084

Office Fax: 309/298-2280

Email: KJ-Bacon@wiu.edu

Office: 315 Knoblauch

Office Hours: M-W-F 10–11, M, T 2-3,
or by appointment.

CLASS TIMES AND LOCATIONS

This is a four-semester hour lecture course. However, we will use some of the lectures for lab/discussion sessions. AGECE 349 meets on MTWF in Knoblauch 306 from 1:00-1:50 p.m.

COURSE DESCRIPTION AND PREREQUISITES

AGECE 349 *Agribusiness Management* explores management functions and economics of agricultural organizations and operations, including input-output analysis, efficient allocation of resources, enterprise combinations, and budget analysis. A significant portion of the course will be devoted to human relationships in management. The prerequisite for this course is Agriculture 220 or equivalent.

TEXTS

- Beierlein, James G., Schneeberger, Kenneth C., Osburn, Donald D. Principles of Agribusiness Management. Waveland Press. Prospect Heights, IL. 2008.
- Supplemental handouts

COURSE OBJECTIVES

At the conclusion of this course the student will be able to:

1. Explain the role of Agribusiness in the U.S. economy.
2. Define the four functions of management
3. Identify and assess managerial strengths and weaknesses.
4. Develop a business plan.
5. Understand the human factor and how it impacts management.
6. Apply the steps of the problem solving method of management.
7. Evaluate personal opportunities for association with an agribusiness firm.

IMPORTANT DATES

Sept. 7 - Labor Day - No Classes
Nov. 1 - Last day to drop a class with a W
Nov. 23-27 - Thanksgiving Break - No Classes
Dec. 16 - Final Exam – 1:00 – 2:50

USE OF TOBACCO:

Use of tobacco **in any form** is prohibited in university buildings/classrooms.

USE OF CELLULAR PHONES AND PAGERS:

As a courtesy to other students and to the instructor, all cell phones and pagers should be turned off prior to class. Continued disregard of this policy may result in ejection from the course. If, due to medical or public safety concerns, a student needs an exception to this policy he/she should inform the instructor prior to class.

GRADING POLICY:

The course grade will be based on the following factors, with weightings as indicated:

Exam I	20 %
Exam II	20 %
Comprehensive Final Exam	30 %
Quizzes and Homework	10 %
Group Project #1	10%
<u>Group Project #2</u>	<u>10 %</u>
Total	100%

An average for the course of 90% or above will earn an A, 80-89% a B, 70-79% a C, and 60-69% will earn a D. Grade breaking points may be lowered, but in no case will they be raised. These breaking points will be evaluated only after final numerical grades have been calculated.

Exams will consist of a wide variety of questions with emphasis on short answers and problem solving. The lowest quiz / homework score will be dropped. I reserve the right to use unannounced quizzes. The final **will be comprehensive**. Make-up exams will be given only in extreme situations.

Assignments are due at the beginning of class. Late assignments will be docked 10% per day (including the due date.) Assignments will not be accepted after the homework has been discussed in class.

GROUP PROJECTS

Students will complete two team-based projects. The first project will focus on developing a fund-raising proposal. The second project will be to develop a business plan concept. More details on these projects will be provided in class.

EXPECTATIONS OF STUDENTS

Participation: Students are expected to regularly attend class and to actively participate in discussions.

Academic Integrity: The rules and regulations outlined in the University's policy on academic integrity are applied to this course.

Student Rights and Responsibilities: Detailed information regarding student rights and responsibilities can be found at <http://www.wiu.edu/provost/student/>. It is your responsibility to be familiar with the posted information.

Special Accommodations: If you need special accommodations, please feel free to stop by and discuss your needs or contact Disability Support Services at 298-2512.

ACCREDITATION

The Agriculture Department is housed in the College of Business and Technology which is accredited by AACSB-International.

COURSE OUTLINE

I. Introduction	Reading Assignments
A. Introduction	
B. The Global Agri-Food System	Chapter 1
C. The Agribusiness Manager	Chapter 2
II. The Planning Function	
A. Business Plan Elements	Handouts
B. The Role of Marketing	Chapter 3
C. Marketing Management	Chapter 4
D. Understanding Consumer Demand	Chapter 5
E. Consumer Complaint Behavior	
F. Workplace Teams	Handouts
G. Staying Competitive	Chapter 6
H. Introduction to Quantitative Methods	
I. Forecasting	Chapter 7

EXAM I

I. Budgeting	Chapter 8
J. An Introduction to Exporting	Handouts

III. The Organizing Function	
A. Organizing for Success	Chapter 9
B. Choosing a Legal Structure	Chapter 10
C. Agricultural Cooperatives	Handout
IV. The Controlling Function	
A. Organizing Production	Chapter 11
C. Product and Inventory Management	Chapter 12
D. An Introduction to Six-Sigma	

EXAM II

C. Using Basic Financial Statements	Chapters 13-14
D. Capital Budgeting Overview	Chapters 15-16

V. The Directing Function	
A. Human Resource Leadership	Chapter 17
B. Human Resource Management	Chapter 18
C. Personal Selling (Optional)	Chapter 19
D. Course Summary	Chapters 20

COMPREHENSIVE FINAL EXAM

NOTICES

Please be advised that this syllabus is tentative. All classes are different and we may or may not be able to address all of the content areas or stick with the anticipated number of exams. Any deviations from the syllabus will be announced as soon as possible.