

AEB3133: Principles of Agribusiness Management – Fall 2025

Course Time and Location:

- Semester: Fall 2025
- Time and Location: Asynchronous Online (self-paced)

Instructor information:

- Instructor: Dr. Xumin Zhang, Lecturer (Food and Resource Economics)
- Office: Food and Resource Economics, 1177 McCarty Hall A
- Contact: (352) 294-7623; xumzxm@ufl.edu

Office Hours and Location:

Tuesday, Wednesday, and Thursday, 2-4 pm or by appointment (Zoom conference by appointment: <https://ufl.zoom.us/j/3310373641>)

Weekly FMS Briefing and Q&A (Thursday 1:00 - 1:30 pm, starting from Aug.28th).

Teaching Assistant: Davidson Nwaonu, dnwaonu@ufl.edu. Office Hours: Mon, 1:00-2:00 pm, Wed, 1:00-2:00 pm (MCCB 1094F)

Course Description (from Catalog):

Introduces agribusiness managerial principles, application of economic principles, budgeting techniques, and principles of strategy in agribusiness from management in the United States, particularly Florida. Emphasizes the financial and tax management strategies and the requirements imposed on agribusiness management by local, state, and federal government regulatory agencies.

Prerequisites: N/A

Undergraduate Advisor: Michelle Baldwin; 1170B McCarty Hall A; (352) 294-7640;
E-mail: baldwin.ma@ufl.edu; [Schedule an appointment](#)

Undergraduate Coordinator: Dr. Misti Sharp; 1189 McCarty Hall A; (352)294-7632;
E-mail: mistisharp@ufl.edu; [Schedule an appointment](#)

FRE Technology Assistance: Dave Depatie; 1197 McCarty Hall A; (352) 394-7641;
E-mail: ddepatie@ufl.edu

Expected Student Learning Outcomes

After the successful completion of AEB3133, students should be able to:

- Discuss the four management functions of agribusiness firms.
- Demonstrate effective management knowledge and skills learned.
- Develop management and leadership skills desired by agribusiness firm managers.

Course Summary/Topics:

- Section 1: Agribusiness and Managerial Roles

Students will be able to discuss the size, composition, and complexity of today's agribusiness and identify the essential managerial skills and knowledge.

- Section 2: The Environment of Agribusiness

Students will be able to apply the basic economic and competitive challenges managers face.

- Section 3: Organizing in Agribusiness

Students will be able to analyze contemporary organizational design and corporate culture.

- Section 4: Planning in Agribusiness

Students will be able to identify major approaches to corporate, business, and functional strategy.

- Section 5: Controlling in Agribusiness

Students will be able to evaluate operations decisions, planning, and control.

- Section 6: Leading in Agribusiness

Students will be able to evaluate leadership, situational leadership, and employee motivation and reinforcement processes.

Required Course Materials:

- **Textbook:** *Agribusiness: Principles of Management*, 1st edition by Van Fleet, David, Ella Van Fleet, and George J. Seperich. Cengage Learning, copyright 2015. Hardcover ISBN: 9781111544867; eBook ISBN: 9781285952352
- **E-learning:** There is an [E-Learning Canvas webpage](http://elearning.ufl.edu) for this course. E-learning can be accessed via <http://elearning.ufl.edu> using your Gatorlink username and password. If you are having difficulties accessing E-learning, please contact the UF Computing Help Desk by calling (352)-392-HELP or via email helpdesk@ufl.edu.
- **Required Reading Materials:** Farm Supply Management Simulation Manual (on E-learning site)

Class Structure: Asynchronous Online (self-paced).

Composition of Final Score:

Course Assignments	Total Points	% of Total
Practice Quizzes and Learning Activities	200 points	33.4%
Exams (3)	300 points	50%
Team-based Farm Supply Management Simulation (FMS) Project	100 points	16.6%
Final Exam (Optional)	(100 points)	(16.6%)
Total	600 points	100%

Assignment due dates are provided in Canvas > Syllabus (or Assignments). Late submissions are acceptable, but will incur a 50% penalty deduction.

Course Assignments and Expectations:**Canvas Assignments (200 points):**

Practice quizzes: There will be assignments (required readings, multiple-choice, short answer questions, etc.) for each chapter.

Learning Activities (reading and self-reflection): There will be individual learning activities in Canvas and reading assignments in Perusall.

I apply a double-deadline approach to assignments (quizzes and learning activities only, not bonus points and the agribusiness simulation project). The first deadline is one week after the lesson (for students who need strict deadlines). The second deadline is due on the exam day (I will manually change the due dates after the first deadline). Students choose the deadlines that work better for effectively managing time (time management is the key to success).

Exams (300 points): There will be 3 required non-cumulative exams (one exam for every 2 sections). The exams will include multiple-choice, short answers, and calculations. The exams will be administered online through Honorlock, each a 60-minute test. Instructions will be provided on how to take exams through Honorlock. The students will be given 16 hours on the day of each exam to log in to Canvas and complete the test through Honorlock. Once an exam is started, the student must complete it in one sitting and will NOT be able to pause their progress and continue later.

Final Exam (Optional):

An optional comprehensive final exam will be given on Dec.10th (Tue), at 12:30 pm – 2:30 pm (on Canvas). Students who wish to replace an exam grade from the semester may do so by taking the final exam. Students who miss an exam for any reason (excused or unexcused) may take the final to replace the missing grade. Any student caught cheating on any exam will receive a 0 on the exam and may not use the final to replace that grade (I retain the option of failing any student caught cheating on any exam – the minimum penalty for cheating is a 0 without the option to replace the grade).

Team-based Farm Supply Management Simulation (FMS) Project (100 points) (Regular semester version).

- FMS #1 Team Organization and Evaluation 5 points
- FMS #2-#3 Manual Readings (in Perusall) 5 points each
(total 2)
- FMS #4 Trial run: Decision Form (sheet 1) 10 points
- FMS #5-#8 Q1 to Q4: Decision Form (sheet 1)+Cost Estimation (Sheet 2) 15 points each
(total 4)
- FMS #9 Final Report: 10 points
- FMS #10 Team Member Evaluation 15 points
- Total points: 100 points

Students will be divided into teams of 3-4 students. The trial run, Q1 to Q4 tasks, are group assignments. Rules and assignments will be available on Canvas. (If a student does not participate with the group and they have made a reasonable effort to contact you, the student will be removed from the group and will be responsible for completing all assignments on their own).

Extra credits: There will be extra points available.

Weekly Schedule:

Week	Chapter	Topic	Deadlines
1		Orientation: Get Started and Orientation (1 st day of class)	Thurs, Aug.21st
Units 1 and 2 (Managerial Roles and Environment)			
1	1	Module 1: Introduction to Agribusiness	
2	2	Module 2: Management Farm Supply Management Simulation (FMS) Project* kickoff	FMS Kickoff
3	3,11	Module 3: Managerial Roles and Skills Module 3: Problem-Solving and Decision-Making	
4	4	Module 4: Organizational Environments FMS Manual readings / Trial run assignment	FMS Trial Run assigned
5	5	Module 5: The Competitive Environment	
	5A, 5B	Module 5A and 5B: Optional reviews Accounting: Basic Accounting Documents Economics: Consumer Demand and Production Management	
Units 3 and 4 (Organizing and Planning)			
6	12,13	Module 6: Organizing and Organization Design FMS trial run review and Q1 assignment	FMS Q1 assigned

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7	15	Module 7: Staffing and Human Resource Management	Exam 1 (Thursday, Oct.2nd)
8	8	Module 8: Strategy and Strategic Planning FMS Q1 review and Q2 assignment	FMS Q2 assigned
9	9	Module 9: Basic Managerial Planning	
10	10	Module 10: Planning Tools and Techniques ((include Forecasting and Project Management) FMS Q2 review and Q3 assignment	FMS Q3 assigned
Units 5 and 6 (Controlling and Leading)			
11	21	Module 11: Organizational Control	
12	23	Module 12: Operations Management FMS Q3 review and Q4 assignment	Exam 2 (Thursday, Nov.6th) FMS Q4 assigned
13	17	Module 13: Leadership	
14	18, 19	Module 14: Motivations Module 15 Team and Group Management FMS Q4 review and project debrief	FMS Q4 due
15		Thanksgiving	
16	20	Module 16: Managerial Communication	FMS final report due the last day of class Exam 3 (Wed, Dec.3rd)
17		Final Exam (Optional) Dec.9 th , Tue, 12:30-2:30 pm	

Note: The instructor reserves the right to change the terms and dates stated in this course syllabus at any time. Any changes will be communicated on e-learning as an announcement. It is solely the student's responsibility to stay informed of any changes.

Please note that there are holidays.

*****By enrolling in this course, you are agreeing to the terms outlined in this syllabus!*****

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Student Evaluation: the grade scale is at the discretion of the professor. UF does not have an A+ option. You must provide percentage, total points, and grade points in a table such as this:

Grade	Percentage	Total points	Grade Points
A	93% or more	≥ 372	4.00
A-	90.0 – 92.9%	360 - 371	3.67
B+	86.0 – 89.9%	344 - 359	3.33
B	83.0 – 85.9%	332 - 343	3.00
B-	80.0 – 82.9%	320 - 331	2.67
C+	76.0 – 79.9%	304 - 319	2.33
C	73.0 – 75.9%	292 - 303	2.00
C-	70.0 – 72.9%	280 - 291	1.67
D+	66.0 – 69.9%	264 - 279	1.33
D	63.0 – 65.9%	252 - 263	1.00
D-	60.0 – 62.9%	240 - 251	0.67
E	59.9% or less	≤ 239	0.00

*****Please note that grades are not ‘rounded’ or ‘adjusted’ at the end of the term.*****

This course adheres to all UF Academic Policies: <https://go.ufl.edu/syllabuspolices>

International Section (22940)

- Semester: Fall 2025
- Time and Location: Online (80-99%)

International students may only enroll in one online course (maximum of 3 credits) per semester during the Fall and Spring terms. This structure is designed to promote engagement and compliance with U.S. immigration regulations. Attendance in all in-person classes is mandatory. Students are expected to participate actively in discussions and group activities.

The in-person components are summarized below.

In-person components	Meeting time	% of Total Class
Farm Supply Management Simulation (FMS) Project + Team Development Workshop	Every Thursday, 2-3 pm	15%
In Person Exams (3)	on exam days, 2-3 pm	5%
In Person Final Exam (Optional)	on final exam day, 2-3 pm	(5%)