

**AEB3133: Principles of Agribusiness Management – Fall 2024**

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**Course Time and Location:**

- Semester: Fall 2024
- 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 LMS Briefing and Q&A (Thursday 1:00 - 1:30 pm, starting from Aug.29th).

**Teaching Assistant:** TBD. Office Hours: Wed, 1:00-2:00 pm, Fri, 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:** Mr. Trey Gifford; 1170B McCarty Hall A; (352) 294-7640;  
E-mail: [agifford1@ufl.edu](mailto:agifford1@ufl.edu);

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

**FRE Technology Assistance:** Dave Depatie; 1197 McCarty Hall A; (352) 394-7641;  
E-mail: [ddepatie@ufl.edu](mailto: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*, 1<sup>st</sup> 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](#) 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](mailto:helpdesk@ufl.edu).
- **Required Reading Materials:** Landscape Management Simulation Manual (on E-learning site)

**Class Structure:** Asynchronous Online (self-paced).

**Composition of Final Score:**

<b>Course Assignments</b>	<b>Total Points</b>	<b>% of Total</b>
Practice Quizzes and Learning Activities	200 points	33.4%
Exams (3)	300 points	50%
Team-based Landscape Management Simulation (LMS) Project	100 points	16.6%
Final Exam (Optional)	(100 points)	(16.6%)
<b>Total</b>	<b>600 points</b>	<b>100%</b>

*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.10<sup>th</sup> (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 Landscape Management Simulation (LMS) Project (100 points) (Regular semester version).**

- LMS #1 Team Organization and Evaluation 5 points
- LMS #2-#3 Manual Readings (in Perusall) 5 points each  
(total 2)
- LMS #4 Trial run: Decision Form (sheet1) 10 points
- LMS #5-#8 Q1 to Q4: Decision Form (sheet1)+Cost Estimation (Sheet2) 15 points each  
(total 4)
- LMS #9 Final Report: 10 points
- LMS #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 <sup>st</sup> day of class)	Thurs, Aug.22nd
Units 1 and 2 (Managerial Roles and Environment)			
1	1	Module 1: Introduction to Agribusiness	
2	2	Module 2: Management <b>Landscape Management Simulation (LMS) Project* kickoff</b>	LMS Kickoff
3	3,11	Module 3: Managerial Roles and Skills Module 3: Problem-Solving and Decision-Making	
4	4	Module 4: Organizational Environments <b>LMS Manual readings / Trial run assignment</b>	LMS 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 <b>LMS trial run review and Q1 assignment</b>	LMS Q1 assigned

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7	15	Module 7: Staffing and Human Resource Management	Exam 1 (Thursday, Oct.3rd)
8	8	Module 8: Strategy and Strategic Planning <b>LMS Q1 review and Q2 assignment</b>	LMS Q2 assigned
9	9	Module 9: Basic Managerial Planning	
10	10	Module 10: Planning Tools and Techniques ((include Forecasting and Project Management)	
Units 5 and 6 (Controlling and Leading)			
11	21	Module 11: Organizational Control <b>LMS Q2 review and Q3 assignment</b>	LMS Q3 assigned
12	23	Module 12: Operations Management	Exam 2 (Thursday, Nov.7th)
13	17	Module 13: Leadership <b>LMS Q3 review and Q4 assignment</b>	LMS Q4 assigned
14	18, 19	Module 14: Motivations Module 15 Team and Group Management <b>LMS Q4 review and project debrief</b>	LMS Q4 due
15		Thanksgiving	
16	20	Module 16: Managerial Communication	LMS final report due the last day of class Exam 3 (Wed, Dec.4th)
17		Final Exam (Optional) Dec.10 <sup>th</sup> , 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!\*\*\***

**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.\*\****

**Grades and Grade Points:** For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

**Attendance and Make-Up Work:** Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

For online course with recorded materials a statement informing students of privacy related issues such as:

Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

### **Course Evaluation**

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give

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feedback in a professional and respectful manner is available at:

<https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at: <https://gatorevals.aa.ufl.edu/public-results/>.

**Academic Honesty:** As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."* You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

### **Software Use**

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

### **Services for Students with Disabilities**

The Disability Resource Center coordinates the needed accommodation of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

0001 Reid Hall, 352-392-8565, <https://disability.ufl.edu/>

### **Campus Helping Resources**

Students experiencing crises or personal problems that interfere with their general wellbeing are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

### **Health and Wellness**

*U Matter, We Care:* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

*Counseling and Wellness Center:* [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services. Address: 3190 Radio Road. Services provided:

- Counseling services
- Groups and workshops
- Outreach and consultation
- Self-help library
- Wellness coaching

*Student Success Initiative:* <https://studentsuccess.ufl.edu/> Services provided:

- Advising
- Peer mentoring
- Coaching
- Peer tutoring

*Student Health Care Center:* Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

### **Academic Resources**

*E-learning technical support:* Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

*Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

*Library Support:* Various ways to receive assistance with respect to using the libraries or finding resources.

*Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

*Writing Studio:* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.



*Student Complaints On-Campus:* <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

*On-Line Students Complaints:* <https://pfs.tnt.aa.ufl.edu/state-authorization-status/#student-complaint>

**Lauren's Promise: I will listen and believe you if someone is threatening you.**

Lauren McCluskey, a 21-year old honors student athlete, was murdered on October 22, 2018, by a man she briefly dated on the University of Utah Campus. We must all take actions to ensure this never happens again. Any form of sexual harassment or violence will not be excused or tolerated at the University of Florida.

If you are experiencing sexual assault, relationship violence, or stalking, you can take the following actions:

- If you are in immediate danger, call 911.
- Report it to me, and I will connect you to resources.
- Seek confidential sources of support and help:
  - [UFPD Office of Victim Services](#): 51 Museum Road, 352-392-5648
  - [Sexual Assault Recovery Services \(SARS\)](#): Infirmary Building, 352-392-1161
  - Alachua County Rape Crisis Center (confidential): 352-264-6760

**Diversity, Equity, and Inclusion:** The University of Florida's College of Agricultural and Life Sciences (CALs) supports the University of Florida's commitment to diversity, equity, and inclusion. By fostering a sense of belonging for students, staff, and faculty, while leveraging the uniqueness of the people who study and work at the university, we believe our campus community is enriched and enhanced by diversity, including but not limited to, race, ethnicity, national origin, gender, gender identity, sexuality, class, and religion. This course will support an understanding of the diversity of our distance and campus communities as well as our agricultural and natural resource communities, locally and globally.

This course will strive to create a learning environment for students that supports a diversity of thoughts, perspectives, and experiences while honoring your identities. In this class we will take the following approaches to help achieve this:

- All course participants will use the names and pronouns provided by students for use in class. If these differ from those that appear in official university records, you can change your Display Name at One.UF (see [Student Help FAQs - eLearning - University of Florida \(ufl.edu\)](#)).
- If your performance in this course is being impacted by your experiences inside and/or outside the classroom, do not hesitate to contact the instructor and/or teaching assistant (TA). Instructors in CALs are a great resource for you and you may provide feedback anonymously. Feedback may result in general announcements to the class, if necessary, or reporting to appropriate UF personnel to address your concerns.

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- CALS instructors and TAs like many people, are still in the process of learning about diverse perspectives and identities. If something was said in class (by anyone) that makes you feel uncomfortable, please discuss with your instructor or TA or contact the CALS Dean's Office ([cals-dean@ufl.edu](mailto:cals-dean@ufl.edu)).