

# Contemporary Issues in Agribusiness Management

## AEB 4325

Departmentally Controlled – Spring 2025

T | Periods 2-3 (8:30 AM - 10:25 AM)

R | Period 3 (9:35 AM - 10:25 AM)

MAEB 229

**Instructor:** Dr. Caleb Stair

**Office:** 1179 McCarty A Wing

**Office Hours:** MWF 10:30am-11:30am & 1:00pm-2:30pm; Thursday 10:30am-12:00pm (or by appointment)

**Phone:** 352-294-7687

**Email:** [cstair@ufl.edu](mailto:cstair@ufl.edu)

### **Communications:**

I will communicate with you about news, assignments, emergencies, cancellations etc., through your Gatorlink email account. If you do not use your Gatorlink email account as your primary email, go to your Gatorlink mailbox and set your Gatorlink mail to be forwarded to your usual email account (e.g., gmail, yahoo, etc.) **PLEASE CHECK YOUR EMAIL FREQUENTLY.** If you are struggling in the class, please contact me. My office hours are listed above. Those are times that you can find me in the office. This does not mean that those are the only times you can meet with me. If those times do not work for you, we will schedule a separate time.

### **Other Communication:**

**Undergraduate Advisor:** Trey Gifford; 1170B McCarty Hall A; (352)294-7640;  
E-mail: [FRE-advising@ifas.ufl.edu](mailto:FRE-advising@ifas.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)

### **Course Description:**

A capstone course utilizing economic concepts to address the interaction between the political process that legislates domestic agricultural, environmental and international trade policy, micro and macroeconomic principles, private business decisions taken by firms in response to public policies, and ethical considerations in developing and implementing public policy. This is a departmentally controlled course that you must be put into by the academic advisor in your final (graduating) semester within the Food and Agribusiness Management and Marketing (FAMM) concentration. It is a required “finishing” course in the major. Other students may be added into the course with the permission of the undergraduate coordinator and/or professor. AEB 4138: Advanced Agribusiness

Management and AEB 4342: Agribusiness and Food Marketing Management are co-requisite courses that are to be taken either with this course or prior to this course.

**Expected Student Learning Outcomes:**

After successful completion of this course, each student should be able to:

- 1) Apply critical thinking, economic criteria, and business strategy in agribusiness decision making.
- 2) Assess how policies and current events impact industries, businesses, and brands.
- 3) Understand one’s role in the workplace as an economist, leader, manager and/or analyst.
- 4) Efficiently and effectively present arguments in both oral and written formats.

**Recommended Texts:**

There is no textbook required for this class. Instead, I will pull notes from several different sources and occasionally assign readings for class. All readings are located in the CANVAS class files for the course. Even lacking a “book” or set of books, however, THERE IS A LOT OF REQUIRED READING FOR THIS COURSE. The readings are starting points for our discussions. Your take home essays will be based on both the assigned readings and what we discuss in class. **In our modules look for items that say READ. These are required readings for the course.**

**Grades:**

*\*Assignments are NOT group assignments unless otherwise noted!*

Assignment	Points	Percentage
Policy Brief	200	20%
Trend Brief	200	20%
Podcast	200	20%
Career Booster <ul style="list-style-type: none"><li>• Ideas</li><li>• Completion</li></ul>	100	10%
Marketing Idea	100	10%
Blue Book Exam	100	10%
Participation	100	10%
<b><u>Total</u></b>	<b><u>1000</u></b>	<b><u>100%</u></b>
Extra Credit: Tuesday Mornings	50	
Extra Credit: Candidate Presentations	10	

1. *Policy Brief* – (20%).

Prepare and present a one-slide policy brief that analyzes the impacts or potential impacts of a specific policy on agribusiness. This brief should demonstrate your ability to synthesize complex information, communicate effectively, and persuade a panel of evaluators.

2. *Trend Brief* - (20%)

Prepare and deliver a one-slide analysis of a recent market trend and its current or potential impacts on agribusiness. This assignment allows you to demonstrate your ability to identify key trends, analyze their implications, and communicate your insights effectively to a professional audience.

3. *Podcast* (20%)

As a group (minimum 3 people) create a podcast episode (minimum 10 minutes) that explores a relevant and engaging topic in agribusiness. The podcast should effectively communicate your chosen topic to a general audience, demonstrating your mastery of the subject while showcasing creativity and teamwork.

4. *Career Booster* (10%)

This assignment is designed to encourage you to take proactive steps toward enhancing your career prospects in agribusiness. By identifying and completing two career-boosting activities, you will demonstrate initiative, self-directed learning, and a commitment to professional growth.

5. *Marketing Idea* (10%)

Develop a creative and impactful marketing idea for an agribusiness. Your task is to design a concept that effectively promotes a product, service, or brand within the agribusiness sector, tailored to a specific target audience.

6. *Bluebook Exam* (10%)

This in class exam will be one essay on a choice of three possible topics. These topics will be covered in class prior to the test itself. Grammar and format are less of a concern for this assessment. Rather the focus is on the ability to think and reason.

7. *Participation* (10%)

Throughout the semester we will have twelve in-class participation activities. **Your two lowest scores will be dropped.**

8. *EXTRA CREDIT: Tuesday Mornings*

There are 11 Tuesday mornings where we have class this semester. The class starts at 8:30am. If you can attend 8 of these 11 classes you will get 50points extra credit.

9. *EXTRA CREDIT: Candidate Presentations*

This semester we are hiring for an agribusiness oriented majority teaching position in the department. There are four individuals who will give one hour talks in the class for the first 4 class meetings this semester. If you attend 3 of these you will get 10 extra credit points.

### **Course grades:**

A = 930 – 1000 points  
A- = 900 – 929 points  
B + = 870 – 899 points  
B = 830 – 869 points  
B- = 800 – 829 points  
C+ = 770– 799 points  
C = 730 – 769 points  
C- = 700 – 729 points  
D+ = 670 – 699 points  
D = 630 – 669 points  
D- = 600 – 629 points  
F = below 599 points

### **Course Policies:**

- **Illness**
  - We will have face-to-face instructional sessions to accomplish the student learning objectives of this course.
  - Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
  - If you are experiencing COVID-19 symptoms, please use the UF Health screening system and follow the instructions on whether you are able to attend class. <https://coronavirus.ufhealth.org/screen-test-protect-2/frequently-asked-questions/covid-19-exposure-and-symptoms-who-do-i-call-if/>
  - **Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies below.**
  
- **Communication**
  - The best way to contact me is through email. Use my office 365 email.
  - If you have attempted to contact me and I have not responded in 48hr you can resend the email to push it up in my inbox and bring it to my attention.
  - Use proper email etiquette. An email is not a text.
  - Do not wait until the end of the semester to inform me about an issue. The sooner you tell me the sooner we can figure out how to accommodate you.
  
- **Lecture Style**
  - For the most part I will use PowerPoints.
  - If you miss class, it is your responsibility to get the notes from someone or come see me in my office.
  - Class sessions are not recorded.

- Late Policy
  - Late assignments will only be accepted up to two days after the due date. If an assignment is issued on Thursday and is due in a week it must be submitted by 11:59pm the following Thursday. Assignments submitted at 12:00am Friday are considered one day late.
  - Without an excuse, late assignments will receive only half credit and writing assignments that are not submitted or that are submitted more than two days after the deadline will receive a zero.
  - Any assignment submitted after the last day of class will receive a zero.
  
- General
  - **You are adults. You are responsible for how you spend class time.**
  - Because due dates for all assignments are known in advance and these dates will not change and extensions are only given in exceptionally rare circumstances.

### **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/>. In general, you are expected to be in class each day and submit all work on time on e-Learning.

### **Academic Honesty and the UF Honor Code**

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:

<https://sccr.dso.ufl.edu/process/student-conduct-code/>

*Examples of cheating:* copying the homework of a peer, copying and pasting from a source without quotations and source attribution, paying someone else to do your homework/project/exam, dividing work amongst you and your peers and then all submitting the same document, giving or receiving material from peers. Using

generative AI to entirely complete a class project.

### **In-Class Recording**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled.

The only allowable purposes are: (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

### **Software Use:**

All faculty, staff, and students at 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. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Student Privacy:**

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the Notification to Students of FERPA Rights.

### **Students Requiring Accommodations:**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and

discuss their access needs, as early as possible in the semester. Please do not wait until an assignment is due to request accommodations. Further information can be found at <http://www.dso.ufl.edu/drc/>.

### **Student Counseling and Support:**

#### ***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.

*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](#).

*University Police Department:* [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

*UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma 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:* [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).

*On-Line Students Complaints:* [View the Distance Learning Student Complaint Process](#).

### **Online Course Evaluation Process**

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 feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students are 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/>.

**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 \(SARS\)](#): Infirmiry Building, 352-392-1161
  - Alachua County Rape Crisis Center (confidential): 352-264-6760

**TENTATIVE DISCUSSION TOPICS AND TENTATIVE SCHEDULE**

Date	Day	AEB 4325	
1/13/20 25	Monday		
1/14/20 25	Tuesday	Syl. Day / What Issues?	
1/15/20 25	Wednesday		
1/16/20 25	Thursday	Guest Speaker	
1/17/20 25	Friday		
1/18/20 25	Saturday		
1/19/20 25	Sunday		
1/20/20 25	Monday		

1/21/20 25	Tuesday	Guest Speaker / The State of Agribusiness Today	
1/22/20 25	Wednesday		
1/23/20 25	Thursday	Guest Speaker	
1/24/20 25	Friday		
1/25/20 25	Saturday		
1/26/20 25	Sunday		
1/27/20 25	Monday		
1/28/20 25	Tuesday	Guest Speaker / What is the goal of agribusiness?	
1/29/20 25	Wednesday		
1/30/20 25	Thursday	What is the goal of agribusiness?	
1/31/20 25	Friday		Career Booster Ideas Due
2/1/202 5	Saturday		
2/2/202 5	Sunday		
2/3/202 5	Monday		
2/4/202 5	Tuesday	What Should the Goal of Ag Business Be?	
2/5/202 5	Wednesday		
2/6/202 5	Thursday	What Should the Goal of Ag Business Be?	
2/7/202 5	Friday		
2/8/202 5	Saturday		
2/9/202 5	Sunday		
2/10/20 25	Monday		
2/11/20 25	Tuesday	What Does Marketing Mean for an Ag Business?	
2/12/20 25	Wednesday		
2/13/20 25	Thursday	What Does Marketing Mean for an Ag Business?	Marketing Idea Due
2/14/20 25	Friday		

2/15/20 25	Saturday		
2/16/20 25	Sunday		
2/17/20 25	Monday		
2/18/20 25	Tuesday	Should Anything be Banned/Blocked?	
2/19/20 25	Wednesd ay		
2/20/20 25	Thursday	Should Anything be Banned/Blocked?	
2/21/20 25	Friday		
2/22/20 25	Saturday		
2/23/20 25	Sunday		
2/24/20 25	Monday		
2/25/20 25	Tuesday	What Should Be Supported?	
2/26/20 25	Wednesd ay		
2/27/20 25	Thursday	What Should Be Supported?	
2/28/20 25	Friday		
3/1/202 5	Saturday		
3/2/202 5	Sunday		
3/3/202 5	Monday		
3/4/202 5	Tuesday	Policy Brief #1	
3/5/202 5	Wednesd ay		
3/6/202 5	Thursday	Policy Brief #2	
3/7/202 5	Friday		
3/8/202 5	Saturday		
3/9/202 5	Sunday		
3/10/20 25	Monday		
3/11/20 25	Tuesday	What Counts as a Trend?	

3/12/20 25	Wednesd ay		
3/13/20 25	Thursday	Globalized or Localized?	
3/14/20 25	Friday		
3/15/20 25	Saturday		
3/16/20 25	Sunday		
3/17/20 25	Monday		
3/18/20 25	Tuesday		
3/19/20 25	Wednesd ay		
3/20/20 25	Thursday		
3/21/20 25	Friday		
3/22/20 25	Saturday		
3/23/20 25	Sunday		
3/24/20 25	Monday		
3/25/20 25	Tuesday	Globalized or Localized?	
3/26/20 25	Wednesd ay		
3/27/20 25	Thursday	What We Eat	
3/28/20 25	Friday		
3/29/20 25	Saturday		
3/30/20 25	Sunday		
3/31/20 25	Monday		
4/1/202 5	Tuesday	How We Produce	
4/2/202 5	Wednesd ay		
4/3/202 5	Thursday	Blue Book Exam	
4/4/202 5	Friday		
4/5/202 5	Saturday		

4/6/2025	Sunday		
4/7/2025	Monday		
4/8/2025	Tuesday	How We Sell	
4/9/2025	Wednesday		
4/10/2025	Thursday	Student Selected Topics	Podcast Due
4/11/2025	Friday		
4/12/2025	Saturday		
4/13/2025	Sunday		
4/14/2025	Monday		
4/15/2025	Tuesday	Student Selected Topics	
4/16/2025	Wednesday		
4/17/2025	Thursday	Trend Brief Day #2	
4/18/2025	Friday		
4/19/2025	Saturday		
4/20/2025	Sunday		
4/21/2025	Monday		
4/22/2025	Tuesday	Trend Brief Day #1	
4/23/2025	Wednesday		

***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.***

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