

**TENTATIVE**  
**AEB 6385 - Management Strategies for Agribusiness Firms**

***Class Details***

Class Meets: T 8-9 and R 9  
Room: MCCB 3124  
Section: 227E

***Instructor Details***

Instructor: Dr. Rick Weldon  
Office: 1189 McCarty Hall A  
Phone: 294-7635  
E-mail: rweldon@ufl.edu

**Office hours:**

Tuesday and Thursday 1:30 pm – 2:30 pm.

This represents times that I should be available; however, feel free to knock on my door anytime. If possible, I will gladly meet with you. Feel free to call, e-mail, or talk to me before or after class to set up an appointment to come see me. You do not need an appointment, but that way you can make sure I am there when it is convenient for you. Many students find e-mail is an easy, fast way to ask me questions.

**Required for the course:**

Foundation by Capsim (online registration)

[www.capsim.com](http://www.capsim.com)

Industry ID: #####

**Course Concept:**

AEB 6385 is an integrated course for the FRED MS Agribusiness and MAB program. It is designed to help students synthesize across their formal and informal learning of the general principles of marketing, finance, accounting and human resource management. The course presents both the theory and the practical application of strategic management concepts as a template to learn and to guide your development of this basic skill set.

**Course Description/Objectives:**

1. Be able to define and distinguish between basic concepts like “strategy”, “strategic planning,” “strategic thinking” and “strategic management” and incorporate this understanding in their management approaches and skill sets;
2. To demonstrate competency in the art of informed decision making and strategic management.
3. To synthesize knowledge obtained and to apply this knowledge to contemporary agribusiness management issues with emphasis upon managerial decision-making.
4. To assist students in the development of their written and oral communication skills.
5. To help students make the transition from the state of dependent to self-directing learners.

**Business Simulation:**

This semester I have chosen a web-based interactive simulation titled: *Capstone Management Business Simulation*. This simulation focuses on business strategy, planning, competitor analysis, cross-functional integration and team building. You will develop and implement a business strategy. The effectiveness of your strategy and its implementation will determine your success against other teams. There are no built-in “right” answers. This business simulation has been effectively used in the training of business managers throughout the world.

Depending on the number of students enrolled in the course, team size will range from 2-3 members. A manual is provided for each student playing the simulation. EVERY student is required to purchase the “access” to play the simulation for the semester. This cost is approximately \$xx per student. The simulation will follow the manual closely in terms of exercises and timing of decisions and reports. You will be given additional assignments and deadlines as the semester progresses.

**Class Contribution Policy:**

The course format is not designed to be a lecture that is void of class participation and student contribution. In fact, student class contributions by everyone are important and vital to maximize success of both the student and the course. All questions are welcomed.

**Strategic Management in the News**

Each student will choose to lead a 15-20 minute class discussion based on a strategic management issue that is in the news. This news worthy item may be in the form of a newspaper article, a short case study, or a role-playing situation. Strategic Management in the News will be graded based on four criteria:

1. You must provide the class with a printed copy of material to study (read) a MINIMUM of 1 class period prior to your presentation date.
2. A written statement of your objective(s) in choosing this particular material to present to the class MUST be given to the instructors at the same time the class receives their printed material. In other words, what do you hope the class will learn as a result of your Strategic Management in the News presentation?
3. You will need to raise strategy-based questions during your class leadership of this news worthy item. DO NOT summarize or read the printed material to the class. A few well-placed leading questions will make the 20 minutes fly by.
4. After the discussion has run its course or you are close to your 20 minute time limit, you need to disclose to the class what your intended learning objective was. Discuss the extent to which you perceive this objective was achieved. For example, you may have had one learning objective in mind, while the discussion uncovered other useful/additional learning objectives.

**Evaluation Procedure:**

Business Simulation	30%
Class Activities (Participation, in-class quizzes, Strategic Management in the news)	20%
Mid-Term Examination:	25%
Final Examination:	<u>25%</u>
Total	100%

**Grading Scale:**

The scale used will be:

***Final grades will be assigned as follows***

94 - 100	A
90 - 93	A-
87 - 89	B+
83 - 86	B
80 - 82	B-
50 - 79	C

Information on UF grading policies for assigning grade points can be obtained from this website.

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**Absences 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/ugrad/current/regulations/info/attendance.aspx>.

**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/honorcodes/honorcode.php>.

**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.

**Campus Helping Resources:**

Students experiencing crises or personal problems that interfere with their general well-being 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.

- *University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, [www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)*
  - Counseling Services
  - Groups and Workshops
  - Outreach and Consultation
  - Self-Help Library
  - Training Programs
  - Community Provider Database
- *Career Resource Center, First Floor JWRU, 392-1601, [www.crc.ufl.edu/](http://www.crc.ufl.edu/)*

**Services for Students with Disabilities:**

The Disability Resource Center coordinates the needed accommodations 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, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)