

# Principles of Agribusiness Management

## AEB 3133

### Online Course Syllabus

<p><b>Instructor: Ms. Jennifer Clark</b>          Email: <a href="mailto:tspartin@ufl.edu">tspartin@ufl.edu</a>          Telephone: (352) 294-7636  <i>General discussions held in Piazza          click on link in Canvas left-side tab</i></p>	<p><b>Course Location &amp; Office Hours</b>          Location: <a href="http://lss.at.ufl.edu">http://lss.at.ufl.edu</a>          Office: 1191 MCCA, Gainesville, FL          Office Hours: M, W, 10:00 am – 12 noon</p>
<p><b>Program Assistant: Kathy Green</b>          Office: 1170 MCCA          Telephone: (352) 294-7640</p>	<p><b>Teaching Assistants:</b>          To be announced via email</p>

### Course Description

(3 credits) Provides an introduction to agribusiness management principles, application of economic principles, budgeting techniques, and principles of strategy in agribusiness from management in the United States & Florida. Emphasis is given to financial and tax management strategies and requirements imposed on agribusiness management by local, state and federal government regulatory agencies.

### Course Objectives

1. Understand the size, nature, and importance of the agribusiness industry and supply chain.
2. Interpret business problems related to budget and financial statements, project management projections, and economics as it relates to agribusiness management decisions
3. Practice management skills relevant to developing human capital and physical capital use
4. Gain proficiency in communication, team-building, leadership, meetings, professional presentations, and applied management skills desired by agribusiness firm managers.

### Required Text

None; readings accessed through the UF Library (ARES) system. Off-campus access requires a Gatorlink account and log-in through the UF portal using VPN software; instructions can be located through the following link or in Canvas <http://www.uflib.ufl.edu/login/vpn.html> Students are responsible for downloading the most current (free) version of Adobe Acrobat Reader to access course readings:

- Adobe Reader [for PC](#)
- Adobe Reader [for Mac](#)

### Final Exam

There is no final exam.

**Course Content****MODULE 1: MANAGEMENT'S RESPONSIBILITY**

- Lesson 1 Functions and organization of management
- Lesson 2 Managing time, stress, solving problems & organizational structure
- Lesson 3 Setting goals, defining mission, ethics & trust

**MODULE 2: COMMUNICATING EFFECTIVELY**

- Lesson 4 Etiquette of business communication
- Lesson 5 Verbal and non-verbal communication, learning to listen
- Lesson 6 Working in teams, groups, and professional meetings

**MODULE 3: THE AGRIBUSINESS ENVIRONMENT**

- Lesson 7 Overview of agriculture and agribusiness
- Lesson 8 Agribusiness supply chain and industry sectors
- Lesson 9 Specific agribusiness concerns

**MODULE 4: CREATING GOODS AND SERVICES TO SELL**

- Lesson 10 Production economics for managers
- Lesson 11 Understanding capital, market concentration, and the global environment
- Lesson 12 Inventory management

**MODULE 5: CUSTOMER**

- Lesson 13 Consumer economics for managers
- Lesson 14 Difference between markets and marketing
- Lesson 15 Management in sales

**MODULE 6: LEGAL CONSIDERATIONS**

- Lesson 16 Structure of the firm
- Lesson 17 Taxes, risk, and insurance
- Lesson 18 Food product concerns, regulatory environment and policy

**MODULE 7: FINANCIALS AND KEEPING TRACK OF THE MONEY**

- Lesson 19 Managing financial statements
- Lesson 20 Financial economics for managers
- Lesson 21 Financial intermediaries and policy related to financial performance

**MODULE 8: ORGANIZATIONAL CONTROL**

- Lesson 22 Inventory control and food safety
- Lesson 23 Project management
- Lesson 24 Process control and TQM

**MODULE 9: DEVELOPING HUMAN CAPITAL**

- Lesson 25 Motivation, feedback, and leading positive change
- Lesson 26 Empowerment and delegation
- Lesson 27 Managing conflict, improving poor performance, and separation

**MODULE 10: MAKING BRILLIANT BUSINESS PRESENTATIONS**

- Lesson 28 Drafting speeches and public speaking
- Lesson 29 Elements of graphic design
- Lesson 30 Presentations that resonate

**\*Refer to the class website for specific reading assignments for each Module**

### Critical Dates

Module	Assignment	Possible points	Due Date
	Introduction/Syllabus Quiz	5	Friday, September 02, 2016
1	Quiz	30	Wednesday, September 07, 2016
	Assignment	30	Friday, September 09, 2016
2	Quiz	30	Wednesday, September 14, 2016
	Assignment	30	Friday, September 16, 2016
3	Quiz	30	Wednesday, September 21, 2016
	Assignment	30	Friday, September 23, 2016
4	Quiz	30	Wednesday, September 28, 2016
	Assignment	30	Friday, September 30, 2016
5	Quiz	30	Wednesday, October 05, 2016
	Assignment	30	Friday, October 07, 2016
6	Quiz	30	Wednesday, October 12, 2016
	Assignment	30	Monday, October 17, 2016
	Mid-semester feedback	5	Wednesday, October 19, 2016
7	Quiz	30	Wednesday, October 19, 2016
	Assignment	30	Friday, October 21, 2016
8	Quiz	30	Wednesday, October 26, 2016
	Assignment	30	Friday, October 28, 2016
9	Quiz	30	Wednesday, November 02, 2016
	Assignment	30	Friday, November 04, 2016
10	Quiz	30	Wednesday, November 09, 2016
	Assignment	30	Monday, November 14, 2016
	End Semester Feedback	5	Wednesday, December 07, 2016
	Make-up Quiz	30	Wednesday, December 07, 2016
	Make-up Assignment	30	Wednesday, December 07, 2016

Refer to <https://catalog.ufl.edu/ugrad/current/Pages/adfall1617.aspx> for UF dates and deadlines

### Grading Rubric

Your semester grade will be determined as follows:	Points Possible
Quizzes (10 Modules @ 30 points each); make-up quiz replaces lowest grade	300
Assignments (10 Modules @ 30 points each); make-up assignment replaces lowest grade	300
	TOTAL 600
Syllabus Quiz	5 Points extra credit
Mid-semester Feedback	5 Points extra credit
End of semester Feedback	5 Points extra credit
<p><i>* Late assignments not accepted, except in the case of extenuating circumstances. Refer to LATE SUBMISSION POLICY found in Module 0.1 COURSE INTRODUCTION for detailed information &amp; UF ticket number protocol</i></p> <p><i>* Technical problems require a UF Helpdesk ticket number issued at least ONE HOUR prior to assignment deadline; do not to wait until the last minute to submit Quiz or Homework assignments.</i></p>	

**All assignments are due at 5:00 pm Eastern Standard Time unless specifically noted otherwise.**

## Grade Calculation

Your final grade for the course will be determined by the total of all points earned during the semester divided by 600 total points. Letter grades are rounded to two (2) decimal points and will be awarded accordingly:

A	≥ 93
A-	90.00 – 92.99
B+	87.00 – 89.99
B	83.00 – 86.99
B-	80.00 – 82.99
C+	77.00 – 79.99
C	73.00 – 76.99
C-	70.00 – 72.99
D+	67.00 – 69.99
D	63.00 – 66.99
D-	60.00 – 62.99
E	≤ 59.99

If you have a dispute about a grade posted on E-learning, you must contact the professor within one week after the grade is posted. After that, there will be no appeal on posted grades. Please be advised that this is your responsibility to do so within the time limit.

A grade calculator is provided on the last page of this document to assist you with managing your grade calculation throughout the semester.

Note that a grade of C or better is required to earn Gen Ed credit.

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

## UF POLICIES and ASSISTANCE

### Grades and Grade Points

For information on current UF policies for assigning grade points, see <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>. Any extenuating circumstances require letterhead documentation from an academic advisor (UF email is ok) or professional services. A note from health care services within 12 hours of an assignment deadline is not acceptable protocol; contact from the student directly via email is required. Don't wait until the last minute to begin assignments.

### Online Course Evaluation Process

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. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

### Academic Honesty

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. quizzes or homework assignments). 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.

### **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/)

### **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
  - Wellness Coaching
- U Matter We Care, [www.umatter.ufl.edu/](http://www.umatter.ufl.edu/)
- Career Resource Center, First Floor JWRU, 392-1601, [www.crc.ufl.edu/](http://www.crc.ufl.edu/)

Each online distance learning program has a process for, and will make every attempt to resolve, student complaints within its academic and administrative departments at the program level. See <http://distance.ufl.edu/student-complaints> for more details.

**University of Florida Policies will be upheld at all times.**