

Principles of Agribusiness Management

AEB 3133

Online Course Syllabus

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Course Description & Location

<http://lss.at.ufl.edu>

(3 credits) 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.

Learning Objectives

At the conclusion of this course, the successful student will be able to:

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, motivational theory, meetings, professional presentations, and applied management skills desired by agribusiness firm managers.

Required Text

Barnard, F.L., Akridge, J.T., Dooley, F.J., Foltz, J.C. and Yeager, E.A. (2016) Agribusiness Management, 5e Routledge, New York, NY ([ISBN 978-1138891937](https://doi.org/10.1080/9781138891937)).

This textbook is required to complete the course. Purchase at the UF bookstore, online, or at your local bookstore; rental options may be available. Information in earlier editions of the textbook is not warranted for graded assignments.

Students are responsible for downloading the most current (free) version of Adobe Acrobat Reader to access additional course readings:

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

Course Content**MODULE 1: Agribusiness management: scope, functions, and tasks**

- Lesson 1 The business of agribusiness
- Lesson 2 Managing the agribusiness
- Lesson 3 Economics for agribusiness managers

MODULE 2: Agribusiness management: organization and content

- Lesson 4 The organization of an agribusiness
- Lesson 5 International agribusiness

MODULE 3: Marketing management for agribusiness

- Lesson 6 Strategic market planning
- Lesson 7 The marketing mix
- Lesson 8 Marketing decision tools for agribusiness

MODULE 4: Financial management for agribusiness

- Lesson 9 Understanding financial statements
- Lesson 10 Analyzing financial statements
- Lesson 11 Financing the agribusiness
- Lesson 12 Tools for evaluating operating decisions
- Lesson 13 Tools for evaluating investment decisions

MODULE 5: Operations management for agribusiness

- Lesson 14 Production planning and management
- Lesson 15 Supply chain management for agribusiness

MODULE 6: Human resource management for agribusiness

- Lesson 16 Managing organizational structure
- Lesson 17 Managing human resources in agribusiness
- Lesson 18 Managing motivation and change behavior in agribusiness

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

Due Dates

The due dates for all assignments and assessments are provided in Canvas > Syllabus tab (webpage can be printed) or dates can be programmed into your calendar or a mobile device. The instructor reserves the right to adjust the deadlines, if necessary. All graded assignments are made available to students at least one week before an assignment is due; therefore, the Due Dates, Grace Period, and Extenuating Circumstances policies will be enforced (refer to next section).

Grace Period & Missed Assignment Policy

All assignments are due at 5:00 pm Eastern Standard time. HOWEVER, out of consideration for students' busy schedules, assignments may be submitted UP TO 11:59 pm on the due date with no penalty. The extended time from 5:01 pm until 11:59 pm on the due date is referred to as "Grace Period".

NO technical problems (or excuses) will be considered for problems that occur after the 5:00 pm deadline since the technical UF HelpDesk staff are not available to assist students after 5:00 pm Monday – Friday. You are "waiting until the last minute" if you are completing graded assignments during the "Grace Period".

Note that Discussions, Assignments, Economic Project, and Quizzes permit you to drop the lowest score for final grade calculation and therefore will serve as a missed assignment consideration. There is NO OTHER late consideration or "grace period" beyond the 11:59 pm deadline on the due date for these assignments UNLESS the Extenuating Circumstances exception applies to your specific circumstances.

*Hint: If you tend to procrastinate, schedule the due date in your planner at 11:59 pm the night before it is actually due.

Extenuating Circumstances Policy

Exceptions to the Late Assignment Policy reflect excused University events that fall under the 12-day rule or are of a serious nature. These are referred to as "Extenuating Circumstances" and require letter-head documentation from a physician (NOT a health-clinic note pad), or a UF academic advisor, or an email from the [UF Dean of Students](#) Office that is sent to the instructor's UF email address, prior to assignment deadline.

***Print a copy of the DUE DATES or use personal reminders (e.g., calendar, mobile device) to stay organized.**

Student Responsibility for Online Submissions

All students are responsible for ensuring their own assignment files are uploaded to the Learning Management System (i.e., "Canvas"). The instructor cannot be responsible for internet connections or failures therefore, you must verify that your assignment has been uploaded and saved in Canvas.

Students are strongly advised against using wireless connections to complete Exams or upload assignments. Wireless connections have been problematic in previous semesters with students losing all points due to upload failure. It is recommended that you locate a hard-wired connection on campus or public library to submit graded assignments. TO REPEAT, wireless connections are problematic and quizzes or assignment uploads may not be saved (without any warning) and therefore locating a hard-wired connection is recommended to submit any graded assignments.

Special consideration cannot be granted so it is the student's responsibility to verify their work and submissions. Hard-wired connections can be located at any UF computer lab or any public library. Contact the instructor early in the semester if you foresee difficulty with this requirement (e.g., military service or internship abroad). Additional information is available in Canvas Module 0, "Technical Issues".

UF Computing Help Desk

Contact the [UF Computing Help Desk](#) for any technical assistance/questions, or if you are unsure about the status of your upload. Any technical problems require a UF Computing Help Desk ticket number PRIOR TO assignment due date for discussion. Contact phone: (352) 392-4357 or email: helpdesk@ufl.edu

Additional information is available in Canvas Module 0, "Technical Issues".

Grading Rubric

Your semester grade will be determined as follows:	Points Possible
Discussion Posts & Responses (6 @ 40 possible points; drop lowest module grade)	200
Assignments (6 Assignments @ 30 points each); drop lowest grade	150
Quizzes (6 Quizzes @ 50 points each); drop lowest grade	250
TOTAL	
	600
Syllabus Quiz (5 possible points extra credit)	
Mid-semester Course Feedback (5 possible points extra credit)	
End of semester Course Feedback (5 possible points extra credit)	
TOTAL NUMBER OF POINTS AVAILABLE THIS SEMESTER: 615 points	
<i>* Late assignments not accepted, except in the case of extenuating circumstances. Refer to Module 0.1.4 in Canvas for details & UF ticket number protocol</i>	
<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>	

All assignments are due at 5:00 pm Eastern Standard Time unless specifically noted otherwise. May submit without penalty during Grace Period (5:01 pm -11:59 pm) but no technical excuses will be accepted; please plan accordingly.

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>.

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

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/*
 - Counseling Services
 - Groups and Workshops
 - Outreach and Consultation
 - Self-Help Library
 - Wellness Coaching

- U Matter We Care, www.umatter.ufl.edu/
- Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/

Student Complaints

- Residential Course: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf
- Online Course: <http://www.distance.ufl.edu/student-complaint-process>

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/

Additional information to help you succeed this semester:

1. Check your email regularly; students are responsible for email announcements in Canvas. Additional contact information is contained in Canvas Module 0 “Getting Started” pages.
2. All assignments are open-book/ open-notes. You may discuss any assignment with a friend BEFORE you begin an assignment and complete all written responses in your own words, explaining YOUR OWN reasoning. Failure to write independently is considered academic dishonesty – similar written responses will be submitted to Dean of Students Office for review.
3. While Assignments are not difficult, they are designed to motivate your thinking. Do not wait until the last minute to begin assignments or your grades will suffer due to inadequate reflection of topics assigned.
4. Quizzes will contain information provided in the lecture, textbook, and assigned readings.
5. Print out the Due Dates document (or program your preferred mobile device in an effort to remain organized).
6. YOU ARE STRONGLY ADVISED not to procrastinate submitting assignments. The Grace Period and lowest score drop policy is intended to protect you from negative implications of life events that do happen during the semester (e.g., computer problems, forgetting assignments, family emergencies, job interviews, job responsibilities). Submitting during “Grace Period” is referred to as waiting until the last minute. Students in previous semesters who have procrastinated at the beginning of the semester generally experienced negative impacts to their semester grades since life events do happen throughout the semester.
7. Treat this class as you would any in-residence (in-person) class with relevant expectations and time commitment dedicated as appropriate.
8. Please ASK if you have questions, I’m here as a resource for you and want you to be successful in your academic efforts!

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