

Principles of Agribusiness Management

AEB 3133

Online Course Syllabus

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Office Hours TU & W: 9-10 am; TH: 2-3 pm (ZOOM online conference; Canvas > Syllabus tab)

**Office hours also by appointment; send email to tspartin@ufl.edu (MUST include "AEB 3133 Appointment" in subject line)*

*** TA office hours will be sent via Canvas > Announcements after drop/add period ends*

DO NOT USE CANVAS EMAIL – CONTACT THE INSTRUCTOR USING @UFL EMAIL

Course Description & Location

<http://iss.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://www.routledge.com/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. Use caution when considering earlier editions as information in earlier editions of the textbook is not warranted for graded assignments (e.g., dates, statistics, policies/laws).

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. Any changes will be communicated via Canvas > Announcements.**

UF Computing Help Desk & Ticket Number

Contact the [UF Computing Help Desk](#) for any technical assistance/questions. Any technical problems require the student to obtain a UF Computing Help Desk ticket number, to be included in an email, sent to the instructor's UFL email address AT LEAST ONE HOUR prior to assignment due date for possible further discussion. Do not wait until the last minute to upload assignments in an online course. Refer to Canvas > Module 0 "Getting Started" for details.

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. All assignments are due at 5:00 pm Eastern Standard time. It is strongly recommended that you plan to submit graded work at least one day earlier than the due date so that there is sufficient time to verify your "Submission Turned In!" in Canvas, as well as to avoid technical issues.

In the case of other scheduled work requirements, extra-curricular activities, or other non-academic obligations, students should plan (in a schedule planner or Smartphone) to submit graded assignments earlier than one day in advance. Waiting until the last minute (i.e., within the last hour before an assignment is due) should be avoided and is NOT an acceptable technical excuse.

All technical issues require a UF Helpdesk Ticket Number. Refer to Canvas > Module 0 "Getting Started" for details.

The instructor reserves the right to make minor adjustments to the deadlines, if necessary. Note that graded assignments will be available for at least one week before the assignment due date. Therefore, due dates and grading policies (e.g. "My Choices Grading", "Missed Assignment") will be enforced.

"My Choices Grading" Policy

Assignment due dates are provided in Canvas > Syllabus (left-side navigation tab). Late submissions will incur a **20% per day penalty deduction** (from total Assignment Points Possible) for each 24-hour period an assignment is submitted beyond the due date, unless Extenuating Circumstances apply. *"My Choices Grading" policy applies to Module 6 assignments in fall & spring semester; however, "My Choices Grading" does not apply to Module 6 assignments in summer B due to the compressed timing of this semester.* Refer to Canvas > Module 0 > "Getting Started" & Canvas > Module 0 > Frequently Asked Questions (FAQ's) for additional details.

"Missed Assignment" Policy (Applies to Modules 1-5; does not apply to Module 6)

There are six (6) graded Modules in this course, located in Canvas. Each Module (1-6) includes a graded Discussion, Assignment, and Quiz (i.e., "Category"). For Modules 1-5, for each assignment "Category" (e.g., Discussion, Assignment, and Quiz), the lowest score will be dropped in the final grade calculation. This dropped lowest score for each category (for Modules 1-5) will serve as missed assignment consideration UNLESS the Extenuating Circumstances exception applies to your specific circumstances.

Note that Module 6 is a cumulative module and ALL Module 6 Category assignments must be submitted for all students (i.e., the "Missed Assignment" policy does NOT apply to Module 6 assignments. Refer to the Grading Rubric on the next page for summary details.

**If you habitually procrastinate, or if this is your first online course, please make an appointment with the instructor early in the semester to discuss online course strategies in order to avoid problematic consequences.*

Extenuating Circumstances Exception

Exceptions to the Missed Assignment Policy reflect excused University events that fall under the 12-day rule or are of a very serious nature. These exceptions are referred to as “Extenuating Circumstances” and require formal, letter-head documentation from a physician, hospital, UF faculty/academic advisor, or an email from the [UF Dean of Students](#) Office sent to the instructor’s UF email address, **within 24 hours of assignment deadline**. A health-clinic note on the day an assignment is due does not warrant extenuating circumstances and the “Missed Assignment” Policy (above) will apply.

Student Responsibility for Online Submissions

Students are responsible for ensuring and verifying that all of their assignment files are uploaded successfully into Canvas. The instructor cannot be responsible for internet connections or failures.

Students are strongly advised against using wireless connections to complete quizzes or upload assignments.

Wireless connections have been problematic in previous semesters with students losing all points due to upload failure. A hard-wired connection can be located at any UF computer lab on campus or any 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.

Contact the instructor early in the semester if you foresee difficulty with this requirement (e.g., military service or internship abroad). Refer to Canvas > Module 0 “Getting Started” for details.

Grading Rubric

Your semester grade will be determined as follows:

Grading Rubric

Your semester grade will be determined as follows:	Points Possible
Modules (1-5) Discussion Posts & Responses (5 @ 40 points each; drop lowest module grade)	160
Modules (1-5) Assignments (5 Assignments @ 30 points each); drop lowest grade	120
Modules (1-5) Quizzes (5 Quizzes @ 50 points each); drop lowest grade	200
Module 6 Discussion Post & Response (1 @ 40 points; grade is not dropped in final calculation)	40
Module 6 Assignment (1 @ 30 possible points; grade is not dropped in final calculation)	30
Module 6 Quiz (1 @ 50 possible points; grade is not dropped in final calculation)	50
TOTAL	600

Syllabus Quiz (Opens Module 1)

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: 610 points

** 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*

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>.

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.

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. Additional information can be found at 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/*
Counseling Services
Groups and Workshops
Outreach and Consultation
Self-Help Library
Wellness Coaching
- U Matter We Care, www.umatter.ufl.edu/
- *Career Connections Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/*

Complaint Resolution Procedure

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 upheld at all times.

By enrolling in this course, you are agreeing to the terms outlined in this syllabus.

Additional information to help you succeed this semester:

1. Check your email regularly; students are responsible for UFL email & Canvas Announcements. Additional information regarding contacting the instructor and forwarding Canvas Announcements is outlined in Canvas Module 0 “Getting Started”.
2. Don’t wait until the “last minute” to begin or upload/submit assignments in this class. You are the Manager of your own time! Past performance indicates that “A” students begin & submit assignments well before posted due dates.
3. 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.
4. Assignments are not difficult, but they are designed to motivate your thinking. Do not wait until the last minute to read assignment instructions or your grades will suffer due to inadequate reflection of topics assigned.
5. Quizzes will contain information provided in the lecture, textbook, and assigned readings.
6. Organize your Due Dates in a calendar, planner, or mobile device in an effort to remain organized.
7. YOU ARE STRONGLY ADVISED not to procrastinate submitting assignments. The “Missed Assignment” lowest score drop policy is intended to protect you from life events that are expected to happen during the semester (e.g., computer problems, forgetting assignments, family emergencies, job interviews, family responsibilities). Avoid waiting until the “last minute.” Students in previous semesters who have procrastinated at the beginning of the semester generally experience frustration and negative impacts to their semester grade as life events will continue to occur throughout the semester.
8. Please ASK if you have questions or concerns, the TA’s and I are here as resources for you and we want you to be successful in your academic efforts!
9. Treat this class as you would any in- person class with relevant expectations and time commitment dedicated as appropriate.

If you have any questions about content you do not see answered in the syllabus, please ask.

GO GATORS!!!

Critical dates and deadlines (Eastern Standard Time - EST). Do not wait until the last minute to get started.

ACTIVITY	MODULES OPEN @ 9:00 am	ASSIGNMENTS DUE @ 5:00 pm
MODULE 0 OPENS: Getting started (Lessons 0.1 – 0.4)	8/22/18	
Syllabus Quiz		8/30/18
MODULE 1 OPENS: Agribusiness management: scope, functions, tasks (Lessons 1 – 3)	8/22/18	
Discussion 1 & Responses		9/11/18
Activity 1		9/12/18
Quiz 1 (Lessons 1-3)		9/13/18
MODULE 2 OPENS: Agribusiness management: organization and context (Lessons 4 – 5)	9/05/18	
Discussion 2 & Responses		9/25/18
Activity 2		9/26/18
Quiz 2 (Lessons 4-5)		9/27/18
MODULE 3 OPENS: Marketing management for agribusiness (Lessons 6 – 8)	9/19/18	
Discussion 3 & Responses		10/09/18
Activity 3		10/10/18
Quiz 3 (Lessons 6-8)		10/11/18
Mid-Semester Feedback - extra credit		10/11/18
MODULE 4 OPENS: Financial management for agribusiness (Lessons 9 – 13)	10/03/18	
Discussion 4 & Responses		10/23/18
Activity 4		10/24/18
Quiz 4 (Lessons 9-13)		10/25/18
MODULE 5 OPENS: Operations management for agribusiness (Lessons 14 – 15)	10/17/18	
Discussion 5 & Responses		11/06/18
Activity 5		11/07/18
Quiz 5 (Lessons 14-15)		11/08/18
MODULE 6 OPENS: Human resource management for agribusiness (Lessons 16 – 18)	10/31/18	
Discussion 6 & Responses		11/27/18
Activity 6		11/28/18
Quiz 6 (Lessons 16-18)		11/29/18
MODULE 7 OPENS: Conclusion	11/14/18	
End-Semester Feedback		12/05/18
UF Course Evaluation		12/05/18

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