

# Principles of Agribusiness Management

## AEB 3133

---

### Online Course Syllabus

---

Instructor: Dr. Caleb Stair  
Office location: 1191 McCarty Hall B  
Office telephone: (352) 294-7687  
Email (not Canvas): [cstair@ufl.edu](mailto:cstair@ufl.edu) (MUST include "AEB 3133" in subject line)  
Office Hours Monday, Wednesday, and Friday @ 11:00 – 1:00 via zoom (or via appointment).

*\*Office hours also by appointment; send email to [cstair@ufl.edu](mailto:cstair@ufl.edu) (MUST include AEB 3133) in subject line; refer to Canvas > Module 0 for "how to" details regarding this online course operation.*

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

#### Course Location & Description

<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.

#### Course Goals

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. Evaluate the effectiveness of agricultural policies in both the United States and Florida.

#### 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 Outline

### **MODULE 0: “Getting started” (Required reading -> Syllabus Quiz opens Module 1)**

### **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

### **MODULE 7: "Conclusion & End-of-semester feedback"**

\*Refer to the class website for specific reading assignments for each Module. **Any changes to assignments or due dates will be communicated via Canvas > Announcements.** Students are responsible for information sent via Canvas Announcements. Set up Canvas Announcement forwarding to your UFL email address in Module 0 “Getting Started”. Do not miss important information sent during the semester!

## UF Computing Help Desk & Ticket Number

Contact the [UF Computing Help Desk](#) for technical assistance. Any technical problems require the following UF Computing Help Desk Ticket Number procedure: Student must contact the UF Computing Help Desk and obtain a UF Computing Helpdesk Ticket Number issued AT LEAST ONE HOUR prior to assignment due date & must send an email to the instructor's UFL email address before the assignment is due, for possible further discussion. Refer to Canvas > Module 0 "Getting Started" for details.

## Due Dates

Due dates are located in Canvas > Syllabus tab (webpage can be printed) and dates can be programmed into your own calendar or a mobile device. All assignments are due at 5:00 pm Eastern Standard time (5:01 is "LATE"). Do not wait until the "last minute" (i.e., within the last hour before an assignment is due) to submit graded work as technical issues that do not follow the UF Computing Help Desk Ticket Number procedure are not considered.

If you have other commitments this semester (e.g., extra-curricular activities, employment, other non-academic obligations) you should ALWAYS plan (in a schedule planner or Smartphone) to submit graded assignments early. High-achieving students adhere to the "best practice" of submitting assignments at least one day earlier than the due date in order to manage avoidable technical issues.

The instructor reserves the right to adjust the deadlines, if necessary, and changes will be communicated via Canvas > Announcements. All assignments are available for at least one week before the due date; therefore, "extra time" has already been built into assignment due dates to account for planned/unplanned circumstances. It is the student's responsibility to stay up-to-date by reading Canvas Announcements on a regular basis. Refer to Canvas > Module 0 "Getting Started" for details about how to have Announcements forwarded to your UFL email address.

To reiterate: All technical issues impacting graded assignments require a UF Computing Helpdesk Ticket Number issued AT LEAST ONE HOUR before an assignment due date to be considered for further discussion as due dates and grading policies (e.g. "My Choices Grading", "Missed Assignment") are always 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 verifying assignments are successfully uploaded into Canvas. Wireless connections good for watching lectures or reading materials, but are problematic for quizzes or assignments because uploads may not be saved (without warning). The instructor cannot be responsible for internet connections or failures. **Be advised that your choice to use a wireless connection to complete quizzes or upload assignments is problematic and may negatively affect performance.** A hard-wired connection can be located at any UF computer lab on campus or any public library to submit graded assignments. Locating a hard-wired connection greatly reduces the instance of technical issues.

Contact the instructor early if you foresee difficulty with maintaining a hard-wired connection (e.g., military service or internship abroad). Refer to Canvas > Module 0 “Getting Started” for details about “Submission Turned In!”

## 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
<b>TOTAL</b>	<b>600</b>

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/](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 Connections Center, First Floor JWRU, 392-1601, [www.crc.ufl.edu/](http://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.
4. Quizzes will contain information provided in the lecture, textbook, and assigned readings.
5. Discussion post grades are 60% your initial response and 40% your response to a fellow classmate. Note that simply agreeing with someone will not receive a high grade.
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, I am here as a resource for you and want you to be successful in your academic efforts! If you are struggling, we will find a time to meet and discuss how to better your class experience.
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
<b>MODULE 0 OPENS: Getting started (Lessons 0.1 – 0.4)</b>	8/31/20	
Syllabus Quiz		TH: 9/17/20
<b>MODULE 1 OPENS: Agribusiness management: scope, functions, tasks (Lessons 1 – 3)</b>	9/07/20	
Discussion 1 & Responses		T: 9/22/20
Activity 1		W: 9/23/20
Quiz 1 (Lessons 1-3)		TH: 9/24/20
<b>MODULE 2 OPENS: Agribusiness management: organization and context (Lessons 4 – 5)</b>	9/14/20	
Discussion 2 & Responses		T: 10/06/20
Activity 2		W: 10/07/20
Quiz 2 (Lessons 4-5)		TH: 10/08/20
<b>MODULE 3 OPENS: Marketing management for agribusiness (Lessons 6 – 8)</b>	9/28/20	
Discussion 3 & Responses		T: 10/20/20
Activity 3		W: 10/21/20
Quiz 3 (Lessons 6-8)		TH:10/22/20
Mid-Semester Feedback - extra credit		W: 10/28/20
<b>MODULE 4 OPENS: Financial management for agribusiness (Lessons 9 – 13)</b>	10/12/20	
Discussion 4 & Responses		T: 11/17/20
Activity 4		W: 11/18/20
Quiz 4 (Lessons 9-13)		TH: 11/19/20
<b>MODULE 5 OPENS: Operations management for agribusiness (Lessons 14 – 15)</b>	11/09/20	
Discussion 5 & Responses		T: 12/01/20
Activity 5		W: 12/02/20
Quiz 5 (Lessons 14-15)		W: 12/02/20
<b>MODULE 6 OPENS: Human resource management for agribusiness (Lessons 16 – 18)</b>	11/30/20	
Discussion 6 & Responses		M: 12/07/20
Activity 6		T: 12/08/20
Quiz 6 (Lessons 16-18)		W: 12/09/20
<b>MODULE 7 OPENS: Conclusion</b>	12/07/20	
End-Semester Feedback		W: 12/09/20
UF Course Evaluation		W: 12/09/20

This page is intentionally blank for your notes.