

**AEB3133: Principles of Agribusiness Management – Fall 2022**

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**Course Time and Location:**

- Semester: Fall 2022
- Time and Location: Asynchronous Online

**Instructor information:**

- Instructor: Dr. Xumin Zhang, Lecturer (Food and Resource Economics)
- Office: Food and Resource Economics, 1177 McCarty Hall A
- Office Hours: Tuesday, Wednesday, Thursday 2-4 pm, or by appointment
- Contact: (352) 294-7623; xumzxm@ufl.edu;

**Office Hours and Location:** Tuesday, Wednesday, Thursday 2 pm – 4 pm or by appointment  
(Zoom conference: <https://ufl.zoom.us/j/3310373641>).

**Course Description (from Catalog):**

Introduces agribusiness management principles, application of economic principles, budgeting techniques, and principles of strategy in agribusiness from management in the United States, particularly Florida. Emphasizes the financial and tax management strategies and the requirements imposed on agribusiness management by local, state and federal government regulatory agencies.

**Prerequisites:** N/A

**Communication:**

**Undergraduate Advisor:** Ms. Danielle Shu; 1170B McCarty Hall A; (352) 294-7640;  
E-mail: [dshu@ufl.edu](mailto:dshu@ufl.edu) Office Hours: daily-- 9:00 am – 12:30 pm and 1:30 pm – 4:30 pm

**Undergraduate Coordinator:** Dr. Misti Sharp; 1189 McCarty Hall A; (352)294-7632;  
E-mail: [mistisharp@ufl.edu](mailto:mistisharp@ufl.edu) Office Hours: Mon and Wed from 2:00 – 3:30

**FRE Technology Assistance:** Dave Depatie; 1197 McCarty Hall A; (352) 394-7641;  
E-mail: [ddepatie@ufl.edu](mailto:ddepatie@ufl.edu)

**Teaching Assistant:** Dinglin Duan, [d.duan@ufl.edu](mailto:d.duan@ufl.edu). Office hours, Monday, Wednesday 1-2pm, location TBD.

**Expected Student Learning Outcomes:** After the successful completion of AEB3133, a typical student should be able to:

explain the four management functions of agribusiness firms and demonstrate effective management knowledge and skills learnt.

**Course Summary/Topics:**

- Part 1: Agribusiness and Managerial Roles

Students will be able to discuss the size, composition, and complexity of today's agribusiness and identify the essential managerial skills and knowledge

- Part 2: The Environment of Agribusiness

Students will be able to apply the basic economic and competitive challenges of managers face.

- Part 3: Organizing in Agribusiness

Students will be able to analyze contemporary organization design and corporate culture.

- Part 4: Planning in Agribusiness

Students will be able to identify major approaches to corporate, business, and functional strategy.

- Part 5: Controlling in Agribusiness

Students will be able to evaluate operations decisions, planning, and control.

- Part 6 Leading in Agribusiness

Students will be able to evaluate leadership, situational leadership, and employee motivation and reinforcement process.

**Required Course Materials:**

- **Text:** *Agribusiness: Principles of Management*, 1<sup>st</sup> edition by Van Fleet, David, Ella Van Fleet, and George J. Seperich. Cengage Learning, copyright 2015. Hardcover ISBN: 9781111544867; eBook ISBN: 9781285952352
- **E-learning:** There is an [E-Learning Canvas webpage](#) for this course. E-learning can be accessed via <http://elearning.ufl.edu> using your Gatorlink username and password. If you are having difficulties accessing E-learning, please contact the UF Computing Help Desk by calling (352)-392-HELP or via email [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- **Required Reading Materials:** Management Simulation Manual (on E-learning site)

**Class Structure:** asynchronous online.

**Composition of Final Score:**

<b>Course Assignments</b>	<b>Total Points</b>	<b>% of Total</b>
Assignments and Activities	200 points	33.4%
Exams (3)	300 points	50%
Team-based Management Simulation Project	100 points	16.6%
Final Exam (Optional)	(100 points)	(16.6%)
<b>Total</b>	<b>600 points</b>	<b>100%</b>

*Assignment due dates are provided in Canvas > Syllabus (or Assignments). Late submissions are acceptable, but will incur a 50% penalty deduction.*

**Course Assignments and Expectations:**

**Canvas Assignments (200 points):**

Practice quizzes: There will be assignments (required readings, multiple choices, short answer questions, etc.) for each chapter.

Self-Reflections and Learning Activities: There will be discussion posts or other individual learning activities.

**Exams (300 points):** There will be 3 required non-cumulative exams (one exam for every 2 modules). The exams will include multiple choices, short answers, and calculations. The exams will be administered online through Honorlock and each will be a 60-minute test. Instructions will be provided on how to take exams through Honorlock. The students will be given 16 hours on the day of each exam to login to Canvas and complete the test through Honorlock. Once an exam is started, the student must complete the entire exam in one sitting and will NOT be able to pause their progress and continue later.

**Team-based Landscape Management Simulation Project (100 points).**

- LMS Trial run: decision form 10 points
- LMS Q1 to Q4: decision form + Pro forma Income Statement 15 points each (total 4)
- LMS Final Analysis Report: 30 points
- Total points: 100 points

Students will be divided into teams of 3-4 for this project. The trial run and quarterly reports will be group assignments. Rules and assignments will be available on Canvas. (If a student does not participate with the group, and they have made a reasonable effort to contact you, the student will be removed from the group and will be responsible for completing all assignments on own.)

**Final Exam (Optional):**

An optional comprehensive final exam will be given on Dec 13th at 12:30 p.m. – 2:30 p.m. Students who wish to replace an exam grade from the semester may do so by taking the final exam. Students who miss an exam for any reason (excused or unexcused) may take the final to replace the missing grade. Any student caught cheating on any exam will receive a 0 on the exam and may not use the final to replace that grade (I retain the option of failing any student

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caught cheating on any exam – the minimum penalty for cheating is a 0 without the option to replace the grade).

**Extra credit:** There will be extra points available.

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**Weekly Schedule:**

Week	Chapter	Topic	Deadlines
1		Get Started	
Module 1 and 2 (Managerial Roles and Environment)			
2	1,2	Introduction to Agribusiness and Management	
3	3,11	Managerial Roles and Skills / Problem Solving and Decision Making	
4	4	Organizational Environments <b>Assign Landscape Management Simulation (LMS) Project*</b>	LMS assigned
5	5A, 5B	Review: (Economics: Consumer Demand and Production Management) / (Accounting: Basic Accounting Documents)	
6	5	The Competitive Environment	LMS Trial due
Module 3 and 4 (Organizing and Planning)			
7	12, 13	Organizing and Organization Design	Exam 1
8	15	Staffing and Human Resource Management	LMS Q1 due
9	9	Strategy and Strategic Planning	
10	8	Basic Managerial Planning	LMS Q2 due
11	10	Planning Tools and Techniques ((include Forecasting and Project Management)	
Module 5 and 6 (Controlling and Leading)			
12	21, 23	Organizational Control and Operations Management	Exam 2 / LMS Q3 due
13	17	Leadership (including part of Ch16)	
14	18	Motivations	
15/16	19,20	Team and Managerial Communication	LMS Q4 due/ Exam 3 / LMS Final Report
17		Final Exam (Optional) Dec.13 <sup>th</sup> , 12:30-2:30 pm	

*Note: The instructor reserves the right to change the terms and dates stated in this course syllabus at any time. Any changes will be communicated on e-learning as an announcement. It is solely the student's responsibility to stay informed of any changes.*

*\*\*\*By enrolling in this course, you are agreeing to the terms outlined in this syllabus!\*\*\**

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**Student Evaluation:** the grade scale is at the discretion of the professor. UF does not have an A+ option. You must provide percentage, total points, and grade points in a table such as this:

Grade	Percentage	Total points	Grade Points
A	93% or more	$\geq 372$	4.00
A-	90.0 – 92.9%	360 - 371	3.67
B+	86.0 – 89.9%	344 - 359	3.33
B	83.0 – 85.9%	332 - 343	3.00
B-	80.0 – 82.9%	320 - 331	2.67
C+	76.0 – 79.9%	304 - 319	2.33
C	73.0 – 75.9%	292 - 303	2.00
C-	70.0 – 72.9%	280 - 291	1.67
D+	66.0 – 69.9%	264 - 279	1.33
D	63.0 – 65.9%	252 - 263	1.00
D-	60.0 – 62.9%	240 - 251	0.67
E	59.9% or less	$\leq 239$	0.00

**\*\*Please note that grades are not ‘rounded’ or ‘adjusted’ at the end of the term.\*\***

**Grades and Grade Points:** For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

**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: <https://sccr.dso.ufl.edu/process/student-conduct-code/>

**Plagiarism:** The Student Honor Code and Student Conduct Code states that:

"A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

**Attendance 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/UGRD/academic-regulations/attendance-policies/> In general, you are expected to be in class each day and submit all work on time on e-Learning.

### **Students Requiring Accommodations**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

### **Course Evaluation**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students are notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### **In-Class Recording**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled.

The only allowable purposes are: (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest

instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

### **University Honesty Policy**

UF students are bound by The Honor Pledge: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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.” The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Conduct Code](#). If you have any questions or concerns, please consult with the instructor or TAs in this class.

### **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. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Student Privacy**

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

### **Campus Resources:**

#### **Health and Wellness**

*U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.



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*Counseling and Wellness Center:* [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

*Student Health Care Center:* Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

*University Police Department:* [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

*UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

### Academic Resources

*E-learning technical support:* Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

*Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

*Library Support:* Various ways to receive assistance with respect to using the libraries or finding resources.

*Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

*Writing Studio:* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

*Student Complaints On-Campus:* [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).

*On-Line Students Complaints:* [View the Distance Learning Student Complaint Process](#).

**Lauren's Promise: I will listen and believe you if someone is threatening you.**

Lauren McCluskey, a 21-year old honors student athlete, was murdered on October 22, 2018, by a man she briefly dated on the University of Utah Campus. We must all take actions to ensure this never happens again. Any form of sexual harassment or violence will not be excused or tolerated at the University of Florida.

If you are experiencing sexual assault, relationship violence, or stalking, you can take the following actions:

- If you are in immediate danger, call 911.
- Report it to me, and I will connect you to resources.

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- Seek confidential sources of support and help:
  - [UFPD Office of Victim Services](#): 51 Museum Road, 352-392-5648
  - [Sexual Assault Recovery Services \(SARS\)](#): Infirmary Building, 352-392-1161
  - Alachua County Rape Crisis Center (confidential): 352-264-6760

**Diversity, Equity, and Inclusion:** The University of Florida's College of Agricultural and Life Sciences (CALs) supports the University of Florida's commitment to diversity, equity, and inclusion. By fostering a sense of belonging for students, staff, and faculty, while leveraging the uniqueness of the people who study and work at the university, we believe our campus community is enriched and enhanced by diversity, including but not limited to, race, ethnicity, national origin, gender, gender identity, sexuality, class, and religion. This course will support an understanding of the diversity of our distance and campus communities as well as our agricultural and natural resource communities, locally and globally.

This course will strive to create a learning environment for students that supports a diversity of thoughts, perspectives, and experiences while honoring your identities. In this class we will take the following approaches to help achieve this:

- All course participants will use the names and pronouns provided by students for use in class. If these differ from those that appear in official university records, you can change your Display Name at One.UF.
- If your performance in this course is being impacted by your experiences inside and/or outside the classroom, do not hesitate to contact the instructor and/or teaching assistant (TA). Instructors in CALs are a great resource for you and you may provide feedback anonymously. Feedback may result in general announcements to the class, if necessary, or reporting to appropriate UF personnel to address your concerns.
- CALs instructors and TAs like many people, are still in the process of learning about diverse perspectives and identities. If something was said in class (by anyone) that makes you feel uncomfortable, please discuss with your instructor or TA or contact the CALs Dean's Office ([cals-dean@ufl.edu](mailto:cals-dean@ufl.edu)).