

Principles of Agribusiness Management

AEB 3133

Online Course Syllabus

Instructor: Ms. Jennifer Clark
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Preferred email: tspartin@ufl.edu (*must include AEB 3133 course number in subject line*)
Office hours: M, W, 10:00 am – 12 noon; or email for appointment

Program Assistant: Ms. Kathy Green
Office location: 1170 MCCA Office telephone: (352) 294-7640
Teaching Assistant(s) will be announced via email in Canvas after drop/add period ends

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.

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

Required Text

None; readings accessed through the UF Library (ARES) system and Canvas learning management 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 RESPONSIBILITIES

- Lesson 1 Functions of management
- Lesson 2 Personal effectiveness
- Lesson 3 Communication
- Lesson 4 Professional presentations

MODULE 2: THE AGRI-BUSINESS ENVIRONMENT

- Lesson 5 U.S. Food & fiber production
- Lesson 6 Food supply chain
- Lesson 7 Legal structure
- Lesson 8 International agribusiness

MODULE 3: TOOLS FOR PRODUCTION DECISIONS

- Lesson 9 Production strategy
- Lesson 10 Organizing production using economic principles
- Lesson 11 Production management
- Lesson 12 Specific management concerns

MODULE 4: FINANCES

- Lesson 13 Managing financial statements
- Lesson 14 Financial economics for managers
- Lesson 15 Capital & credit use in agribusiness
- Lesson 16 Taxes

MODULE 5: CUSTOMER FOCUS

- Lesson 17 Consumer economics for managers
- Lesson 18 Marketing management
- Lesson 19 Data & decision tools
- Lesson 20 Sales management

MODULE 6: DEVELOPING HUMAN CAPITAL

- Lesson 21 Motivation theory
- Lesson 22 Feedback & delegation
- Lesson 23 Management of change
- Lesson 24 Poor performance & separation

***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, January 13, 2017
1	Quiz	30	Wednesday, January 18, 2017
	Assignment	30	Friday, January 20, 2017
2	Quiz	30	Wednesday, January 25, 2017
	Assignment	30	Friday, January 27, 2017
3	Quiz	30	Wednesday, February 01, 2017
	Assignment	30	Friday, February 03, 2017
4	Quiz	30	Wednesday, February 08, 2017
	Assignment	30	Friday, February 10, 2017
5	Quiz	30	Wednesday, February 15, 2017
	Assignment	30	Friday, February 17, 2017
6	Quiz	30	Wednesday, February 22, 2017
	Assignment	30	Friday, February 24, 2017
	Mid-semester feedback	5	Friday, February 24, 2017
7	Quiz	30	Wednesday, March 01, 2017
	Assignment	30	Friday, March 03, 2017
8	Quiz	30	Wednesday, March 22, 2017
	Assignment	30	Friday, March 24, 2017
9	Quiz	30	Wednesday, March 29, 2017
	Assignment	30	Friday, March 31, 2017
10	Quiz	30	Wednesday, April 05, 2017
	Assignment	30	Friday, April 07, 2017
11	Quiz	30	Wednesday, April 12, 2017
	Assignment	30	Friday, April 14, 2017
12	Quiz	30	Wednesday, April 19, 2017
	Assignment	30	Monday, April 24, 2017
	End Semester Feedback	5	Monday, April 24, 2017

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 (12 Quizzes @ 30 points each); drop two lowest grades	300
Assignments (12 Assignments @ 30 points each); drop two lowest grades	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 0.1.4 COURSE INTRODUCTION for detailed information & UF ticket number protocol</i></p>	

* Technical problems require a UF Helpdesk ticket number issued at least ONE HOUR prior to assignment deadline; do not wait until the last minute to submit Quiz or Homework assignments.

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/

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/

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.