

**AGRIBUSINESS MANAGEMENT**  
**AGEC 349 - FALL 2017**  
**School of Agriculture - Western Illinois University**

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**INSTRUCTOR**

Dr. Graciela Andrango  
Office: 312 Knoblauch  
Office Phone: 309-298-4688  
E-mail: [GC-Andrango@wiu.edu](mailto:GC-Andrango@wiu.edu)

**Office Hours:** 11 am to 12 pm on Mondays, Tuesday, Wednesdays and Fridays, or by appointment

**CLASS TIMES AND LOCATIONS:**

AGEC 349 meets on M-T-W-F in Knoblauch 306 from 1:00-1:50 p.m.

**EMAILS:**

Include the course name and number in the subject line on any emails.

**TEXTS:**

- Beierlein, James G., Schneeberger, Kenneth C., Osburn, Donald D. Principles of Agribusiness Management. Waveland Press. Prospect Heights, IL. 5<sup>th</sup> edition. 2013.
- Supplemental handouts

**COURSE DESCRIPTION AND PREREQUISITES:**

AGEC 349 *Agribusiness Management* explores management functions and economics of agricultural organizations and operations, including input-output analysis, efficient allocation of resources, enterprise combinations, and budget analysis. A significant portion of the course will be devoted to human relationships in management. The prerequisite for this course is Agriculture 220 or equivalent.

**COURSE OBJECTIVES:**

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

1. Explain the role of Agribusiness in the U.S. economy.
2. Define the four functions of management and explain how they are interconnected.
3. Apply the case study method for problem solving.
4. Identify and assess managerial strengths and weaknesses.
5. Be familiar with key management trends.
6. Understand the human factor and how it impacts management.
7. Evaluate personal opportunities for association with an agribusiness firm.
8. Be able to develop a basic business plan.

**IMPORTANT DATES:**

September 4, Monday	Labor Day – No Class/ University Closed
October 20, Friday	Fall Break – No Class
October 29, Sunday	Last Day to Drop with a W
November 20-22, Monday-Wednesday	Thanksgiving Break – No Class
November 23-24, Thursday-Friday	Holiday – University Closed
December 13, Wednesday	Final Exam – 1:00 – 2:50

**EXPECTATIONS OF STUDENTS:**

Participation: Students are expected to regularly attend class and to actively participate in discussions.

Absences: If at any time you have a family emergency, funeral, or just not feeling well, please use the Online Absence Reporting System (OARS) system to report your absence ([www.wiu.edu/oars](http://www.wiu.edu/oars)). Please note that OARS system does not excuse your absence – it merely documents. It is still up to the instructor to excuse the absence. I will need the email generated from this system prior to class and not after. If I receive the email after class has ended then the late grade policies come into effect. Excessive absences will result in failure of the course.

Academic Integrity: The rules and regulations outlined in the University's policy on academic integrity are applied to this course. See <http://www.wiu.edu/policies/acintegrity.php>. Any violation of the Academic Dishonesty Policy in Student Handbook will result in an automatic failure in the course.

Student Rights and Responsibilities: Detailed information regarding student rights and responsibilities can be found at <http://www.wiu.edu/provost/student/>. It is your responsibility to be familiar with the posted information.

Special Accommodations: If you need special accommodations, please feel free to stop by and discuss your needs or contact Disability Resource Center at 309-298-2512 or [disability@wiu.edu](mailto:disability@wiu.edu).

### **USE OF CELL PHONES:**

**Use of cell phone is not allowed during class is not allowed** (unless we are performing specific activities where there is a need to look up information). Repeated violations will lead to dismissal from the course with an assigned grade of F. If, due to medical or public safety concerns, a student needs an exception to this policy he/she should inform the instructor prior to class. Cell phones may not be used for any reason during an exam.

### **USE OF TOBACCO:**

Use of tobacco **in any form** is prohibited in university buildings/classrooms.

### **GRADING POLICY:**

The course grade will be based on the following factors, with weightings as indicated:

Exam I	20 %	A = 93% or above	C- = 70-72.99%
Exam II	20 %	A- = 90-92.99%	D+ = 67-69.99%
Comprehensive Final Exam	30 %	B+ = 87-89.99%	D = 63-66.99%
Quizzes and Homework	10 %	B = 83-86.99%	D- = 60-62.99%
Group Project #1	10%	B- = 80-82.99%	F = <60%
Group Project #2	10 %	C+ = 77-79.99%	
Total	100%	C = 73-76.99%	

Grade breaking points may be lowered, but in no case will they be raised. These breaking points will be evaluated only after final numerical grades have been calculated.

**Attention Education Majors:** To meet state certification requirements, Agricultural Education majors are required to receive a grade of a "C" or better in this course. With the university +/- grading system, receiving a "C-" or below will require you to retake this course or find a substitute course to meet School of Agriculture graduation requirements.

### **QUIZZES:**

The instructor reserves the right to use both announced and unannounced quizzes. Only excused absences will be allowed to make up quizzes. Unless it is an emergency, only absences approved in advance will be excused. It is at the discretion of the instructor as to whether an absence is excused or unexcused.

### **HOMEWORK:**

Homework will focus on understanding key concepts with heavy reliance on graphing and problem solving. Students are strongly encouraged to work on their own before checking their answers with other students. Assignments are due at the beginning of class. Late assignments will be docked 10% per day. Assignments will not be accepted after the problem set has been discussed in class.

### **EXAMS:**

There will be 2 midterms and one final exam. Exams will consist mostly of multiple choice questions along with a limited number of short answer questions and/or problem solving questions. **The final exam will be comprehensive.** Makeup exams will only be given in extreme situations.

**GROUP PROJECTS:**

Students will complete two team-based projects. The first project will be to develop a business plan concept and the second one to solve a case study. More details on will be provided in class.

**ACCREDITATION:**

The School of Agriculture is housed in the College of Business and Technology which is accredited by AACSB-International.

## COURSE OUTLINE

Week	Start of week	Topic/ Material	Book Chapter
Week 1	21-Aug-17	<b>PART I. Introduction</b> A. The global agri-food system B. The agribusiness manager	Chapter 1 Chapter 2
Week 2	28-Aug-17	C. Introduction to quantitative and qualitative methods	Handouts
Week 3	4-Sep-17	<b>PART II. The Planning Function</b> A. Forecasting B. Budgeting Labor Day – No Class/ University Closed --- Sep/04/2017	Chapter 7 Chapter 8
Week 4	11-Sep-17	C. Understanding consumer demand Case Study - Group Presentations --- Sep/15/17	Chapter 5
Week 5	18-Sep-17	D. Staying competitive E. Business plan elements	Chapter 6 Handouts
		<b>MIDTERM EXAM I --- Sep/22/2017</b>	
Week 6	25-Sep-17	F. The role of marketing G. Marketing management	Chapter 3 Chapter 4
Week 7	2-Oct-17	<b>PART IV. The Controlling Function</b> A. Organizing production using economic principles B. Production and inventory management Case Study - Group Presentations --- Oct/06/17	Chapter 11 Chapter 12
Week 8	9-Oct-17	C. Basic accounting documents	Chapter 13
Week 9	16-Oct-17	D. Using accounting information for business control and planning Fall Break- No class --- Oct/20/2017	Chapter 14
Week 10	23-Oct-17	E. Capital budgeting I: Principles and procedures	Chapter 15
		<b>MIDTERM EXAM II --- Oct/27/2017</b>	
Week 11	30-Oct-17	F. Capital budgeting II: Applications	Chapter 16
Week 12	6-Nov-17	<b>PART III. The Organizing Function</b> A. Organizing for success B. Choosing a legal structure	Chapter 9 Chapter 10
Week 13	13-Nov-17	Case study - Group Presentations	
Week 14	20-Nov-17	Thanksgiving Break- No class	
Week 15	27-Nov-17	<b>PART V. The Directing Function</b> A. Human resource leadership B. Human resource management: staffing	Chapter 17 Chapter 18
Week 16	4-Dec-17	C. Personal selling D. Developing a workable approach to Agribusiness Management	Chapter 19 Chapter 20
Week 17	11-Dec-17	Final Exams Week <b>FINAL COMPREHENSIVE EXAM --- Dec/13/2017 from 1:00 pm to 2:50 pm</b>	

**NOTE:** Please be advised that this syllabus is tentative. All classes are different and we may or may not be able to address all of the content areas or stick with the anticipated number of exams. Any deviations from the syllabus will be announced as soon as possible.