

AGRIBUSINESS MANAGEMENT
AGEC 349 - FALL 2020
School of Agriculture – Western Illinois University

INSTRUCTOR

Dr. Graciela Andrango

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Office Hours: 10:00 to 10:50 a.m. on M, W, TH, and F
or by appointment via Zoom (Check your
email or Western Online for Zoom link and
passcode)

CLASS TIMES AND LOCATIONS: AGECE 349 will meet from 1:00 to 1:50 p.m. as follows:

- Lectures: M, W, and F via Zoom
- Labs: TH via Zoom

Check your email or Western Online for Zoom link and passcode.

EMAILS: Please be sure to include the course in which you are enrolled in any email.

TEXTBOOKS & WEB RESOURCES:

1. Harvard Business Review – Case Studies

2. Textbook- Recommended:

- Barnard, Freddie L., Akridge, Jay T., Dooley, Frank J., Foltz, John C., Yeager, Elizabeth A. Agribusiness Management. Routledge. New York, NY. 5th edition. 2016.

3. Selected web resources:

- USDA Economic Research Service: <http://www.ers.usda.gov>
- USDA Foreign Agricultural Service- GATS: <https://apps.fas.usda.gov/gats/default.aspx>
- USDA National Agricultural Statistic Service: <https://www.nass.usda.gov/AgCensus/>
- FAOStat: <http://www.fao.org/faostat/en/#home>
- Library of Congress Country Studies: <http://countrystudies.us/>
- US Census: <https://www.census.gov/>
- Google Public Data: <https://www.google.com/publicdata/directory>
- WIU Writing Center: http://www.wiu.edu/cas/english/university_writing_center/

PREREQUISITE:

AGRI 220 or equivalent.

COURSE DESCRIPTION AND OBJECTIVES:

AGECE 349 *Agribusiness Management* is a lecture-discussion course that explores management functions and economics of agribusinesses, including input-output analysis, efficient allocation of resources, enterprise combinations, and budget analysis.

COURSE OBJECTIVES:

1. To understand the size, nature, and importance of the agribusiness sector in the U.S. economy.
2. To involve students in actual agribusiness problem-solving and decision-making through the use of case studies.
3. To increase students' ability in the use of economic concepts to understand and improve agribusiness' performance.

EXPECTATIONS OF STUDENTS:

Participation: Students' participation in class is strongly encouraged.

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). 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 started 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 automatic failure of 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: Students who need special accommodations must contact the Disability Resource Center at 309-298-2512 or disability@wiu.edu. If you are eligible for academic accommodations because you have a documented disability that will impact your work in this class, please schedule an appointment with me as soon as possible to discuss your needs.

IMPORTANT DATES:

September 7, Monday	Labor Day – No Class/ University Closed
November 1, Sunday	Last day to drop with a W
November 3, Tuesday	Election Day (State Holiday for 2020 -- No Classes/University Closed)
November 23-27, Monday-Friday	Thanksgiving Break – No Classes
December 17, Thursday	Final Exam: 1 – 2:50 p.m.

GRADING POLICY:

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

Exam I	15%	A = 93% or above	C = 73 - 76.99%
Exam II	15%	A- = 90 - 92.99%	C- = 70 - 72.99%
Exam III	15%	B+ = 87 - 89.99%	D+ = 67 - 69.99%
Comprehensive Final Exam	20%	B = 83 - 86.99%	D = 63 - 66.99%
Case Studies & DQ	15%	B- = 80 - 82.99%	D- = 60 - 62.99%
Lab Projects	15%	C+ = 77 - 79.99%	F = <60%
Quizzes	25%		
Participation- Kahoot! Quizzes	5%		
Total		100%	

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: Changes within the state teaching license require all education majors to receive a grade of a "C-" or better in this course in order to meet Illinois teaching license requirements. With the university +/- grading system, receiving a "D+" or below will require you to retake this course or find a substitute course to meet School of Agriculture graduation requirements.

EXAMS:

There will be three midterms and one final exam. Exams will consist mostly of multiple choice questions, and essay questions and/or problem solving questions. **The final exam will be comprehensive** (same format as semester exams). Makeup exams will only be given in extreme situations.

CASE STUDIES AND DISCUSSION QUESTIONS:

Case studies and discussion questions are designed to strength students' analytical skills while reinforcing key concepts. Case studies or discussion questions will be solved as take-home assignments. They will be submitted every Sunday in Western Online dropbox. Late assignments will be penalized 20%.

LAB PROJECTS:

Lab projects will focus on exploring the food production and marketing system in the U.S. as well as learning & mastering some of the most common features of Excel and basic data analysis. These projects will be primarily Excel-based, however, the use of other tools to collect and analyze data may also be presented. Projects will include collection, analysis, and interpretation of primary and secondary data to enhance students' analytical skills and decision-making through the analysis of current data.

Every Thursday we will meet via Zoom. The instructor will provide an exercise, which will be solved during the lab session. Each student will submit the solved exercise at the end of the lab session in the Western Online dropbox. A homework related to the topic covered during Thursday lab will be assigned to be submitted by Friday of that same week via Western Online.

QUIZZES:

Ten-point quizzes on each chapter, under a True/False, fill in the blank, matching, multiple choice, small essay or calculations format, will be open online. Each quiz will be open each Monday as we start a new chapter and will close on the Sunday of that week at 11:59 p.m. You will be able to take the quiz unlimited times during that specific week.

PARTICIPATION- KAHOOT! QUIZZES:

Kahoot! quizzes will be taken during class and will count as your participation score. Kahoot! quizzes will be based on lectures, readings and/or other references. We will use True/False, fill in the blank, and multiple choice Kahoot! quiz format. Participation will be calculated as a proportion of the total sum of all Kahoot! quizzes you took during the semester.

GRADING DISAGREEMENTS:

If a student disagrees with a particular answer, it is the student's responsibility to provide a logical reason in writing as to the reason for their disagreement. This does not apply to scoring errors. All instructors are human and occasional errors in grading will occur. Please bring any such errors to the instructor's attention immediately.

ACCREDITATION:

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

AGEC 349- COURSE OUTLINE

<i>Week</i>	<i>Date</i>	<i>Topic/ Material</i>	<i>Chapter</i>	<i>Assignments/ Activities/ Due dates</i>
1	Aug 24 – Aug 30	The business of agribusiness	1	<i>Due: Aug 28 (11:59 p.m.)</i> Lab assignment- Lab 1 <i>Due: Aug 30 (11:59 p.m.)</i> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 1 ▪ Assignment: Chapter 1 - Discussion questions
2	Aug 31 – Sept 06	Managing the agribusiness	2	<i>Due: Sept 04 (11:59 p.m.)</i> Lab assignment- Lab 2 <i>Due: Sept 6 (11:59 p.m.)</i> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 2 ▪ Assignment- Case study “Hart Cherry Cooperative”
3	Sept 07 – Sept 13	Economics for agribusiness managers <i>Sept 07- Labor Day- No class</i>	3	<i>Due: Sept 11 (11:59 p.m.)</i> Lab assignment- Lab 3 <i>Due: Sept 13 (11:59 p.m.)</i> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 3 ▪ Assignment: Case study “Little apple agribusiness, Inc.”
4	Sept 14 – Sept 20	International agribusiness	5	<i>Due: Sept 18 (11:59 p.m.)</i> Lab assignment- Lab 4 <i>Due: Sept 20 (11:59 p.m.)</i> <ul style="list-style-type: none"> ▪ Assignment: Chapter 5 - Discussion questions ▪ Midterm 1: Ch 1 – 3 & 5
<i>Midterm 1. Sept 20</i>				
5	Sept 21 – Sept 27	Strategic market planning	6	<i>Due: Sept 25 (11:59 p.m.)</i> Lab assignment- Lab 5 <i>Due: Sept 27 (11:59 p.m.)</i> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 6 ▪ Assignment: Case study “Burbank family seeds, Inc.”
6	Sept 28 – Oct 04	The marketing mix	7	<i>Due: Oct 02 (11:59 p.m.)</i> Lab assignment- Lab 6 <i>Due: Oct 04 (11:59 p.m.)</i> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 7 ▪ Assignment: Case study “Golden Queen Honey”

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<i>Week</i>	<i>Date</i>	<i>Topic/ Material</i>	<i>Chapter</i>	<i>Assignments/ Activities/ Due dates</i>
7	Oct 05 – Oct 11	Marketing decision tools for agribusiness	8	<p>Due: Oct 09 (11:59 p.m.) Lab assignment- Lab 7</p> <p>Due: Oct 11 (11:59 p.m.)</p> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 8 ▪ Assignment: Chapter 8 discussion questions
8	Oct 12 – Oct 18	Understanding financial statements	9	<p>Due: Oct 16 (11:59 p.m.) Lab assignment- Lab 8</p> <p>Due: Oct 18 (11:59 p.m.)</p> <ul style="list-style-type: none"> ▪ Assignment: Case study “Janet Rowe” ▪ Midterm 2: Ch 6 – 8
Midterm 2. Oct 18				
9	Oct 19 – Oct 25	Analyzing financial statements	10	<p>Due: Oct 23 (11:59 p.m.) Lab assignment- Lab 9</p> <p>Due: Oct 25 (11:59 p.m.)</p> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 10 ▪ Assignment: Case study “ABC Farm Supply Store”
10	Oct 26 – Nov 01	Financing the agribusiness	11	<p>Due: Oct 30 (11:59 p.m.) Lab assignment- Lab 10</p> <p>Due: Nov 01 (11:59 p.m.)</p> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 11 ▪ Assignment: Case study “Woods Landscaping Service”
11	Nov 02 – Nov 08	Tools for evaluating operating decisions	12	<p>Due: Nov 06 (11:59 p.m.) Lab assignment- Lab 11</p> <p>Due: Nov 08 (11:59 p.m.)</p> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 12 ▪ Assignment: Case study “Triple P Pizza”
12	Nov 09 – Nov 15	Tools for evaluating investment decisions	13	<p>Due: Nov 13 (11:59 p.m.) Lab assignment- Lab 12</p> <p>Due: Nov 15 (11:59 p.m.)</p> <ul style="list-style-type: none"> ▪ Assignment: Case study “Healthy Vegetable Producers” ▪ Midterm 3: Ch 10 – 13
Midterm 3. Nov 15				

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<i>Week</i>	<i>Date</i>	<i>Topic/ Material</i>	<i>Chapter</i>	<i>Assignments/ Activities/ Due dates</i>
13	Nov 16 – Nov 22	Production planning and management	14	<p>Due: Nov 20 (11:59 p.m.) Lab assignment- Lab 13</p> <p>Due: Nov 22 (11:59 p.m.)</p> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 14 ▪ Assignment: Case study “BioAg – Part I”
14	Nov 23 – Nov 29	Thanksgiving Break- No class		
15	Nov 30 – Dec 06	Supply chain management for agribusiness	15	<p>Due: Dec 04 (11:59 p.m.) Lab assignment- Lab 14</p> <p>Due: Dec 06 (11:59 p.m.)</p> <ul style="list-style-type: none"> ▪ Online quiz- Chapter 15 ▪ Assignment: Case study “BioAg – Part II”
16	Dec 07 – Dec 13	<i>Semester wrap up- Group presentations</i>	16	No quizzes/ No assignments
17	Dec 14 – Dec 18	<p>Final Comprehensive Exam- Chapters 1-3 and 5 to 16:</p> <ul style="list-style-type: none"> ▪ Thursday, Dec 17 from 1:00 – 2:50 p.m. 		

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.

