

**AGRIBUSINESS MANAGEMENT**  
**AGEC 349 – SPRING 2024**  
**School of Agriculture – Western Illinois University**

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**INSTRUCTOR**

Dr. Graciela Andrango

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**Office Hours:** 12:00 to 12:50 a.m. on M, W, TH, and F  
or by appointment.

**CLASS TIMES AND LOCATIONS:**

AGEC 349 will meet from 1:00 to 1:50 p.m. as follows:

- Lectures: Mondays, Wednesdays, and Thursdays in Knoblauch 306
- Labs: Fridays in Stipes 327 Computer room

**EMAILS:** Please include the course you are enrolled in in the subject line of your email.

**TEXTS:** The following textbook is recommended (not required):

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

**PREREQUISITE:** AGRI 220 or equivalent.

**COURSE DESCRIPTION AND OBJECTIVES:**

AGEC 349 *Agribusiness Management* is a lecture-discussion course exploring agribusinesses' management functions and economics, including input-output analysis, efficient resource allocation, enterprise combinations, and budget analysis.

**COURSE OBJECTIVES:**

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

**EXPECTATIONS OF STUDENTS:**

**Participation:** Attendance is required and will be graded through Kahoot! Quizzes. Students' participation in class is strongly encouraged. Students are expected to read the chapter and activities assigned each week – see the course outline at the end of this document.

**Absences:** If at any time you have a **family emergency, funeral, illness, or any university activity (including Judging Team, AgVocators)**, 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 the OARS system does not excuse your absence; it merely documents it. It is still up to the instructor to excuse the absence (**see above for valid excuses**). **I will need the email generated from this system before class and not after. If I receive the email after class starts, the late grade policies come into effect.** Excessive absences will result in failure of the course. **The student remains responsible for contacting the instructor to complete missed work as soon as possible and is ultimately accountable for catching up with the material covered in class during the student's absence.**

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

Plagiarism is not tolerated in this class. Works evidenced as plagiarism (accidental or willful use of someone else's words or ideas) will be penalized by a failing grade on the homework, quiz, project, or exam. **Furthermore, the instructor will follow the procedure per the Student Academic Integrity Policy- see link above.**

**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.

**Students with disabilities:** By University values and disability law, students with disabilities may request academic accommodations where there are aspects of a course that result in barriers to inclusion or accurate assessment of achievement. To file an official request for disability-related accommodations, please contact Disability Resources in the Student Development and Success Center at 309-298-1884, [disability@wiu.edu](mailto:disability@wiu.edu), or at 125 Memorial Hall. Please notify the instructor as soon as possible to ensure that this course is accessible to you promptly.

**Military/Veteran Support Statement:** As a military-friendly institution, and by federal regulations and Illinois statutes, Western Illinois University has established policies and procedures to accommodate military service students. In addition to the supports available at WIU's Veterans Resource Center ([wiu.edu/student\\_success/veterans/](http://wiu.edu/student_success/veterans/) / 309-298-3505), veterans, members of the National Guard or Reserves, and active-duty military personnel with military obligations (e.g., deployments, training, drill) are encouraged to communicate these, in advance whenever possible, to the instructor. The Military Service Policy can be found at <http://www.wiu.edu/policies/military.php>.

**University values:** University values, Title IX, and other federal and state laws prohibit sex discrimination, including sexual assault/misconduct, dating/domestic violence, and stalking. If you, or someone you know, has been the victim of any of these offenses, we encourage you to report this to the Title IX Coordinator at 309-298-1977 or anonymously online at [http://www.wiu.edu/equal\\_opportunity\\_and\\_access/report.php](http://www.wiu.edu/equal_opportunity_and_access/report.php). If you disclose an incident to a faculty member, the faculty member must notify the Title IX Coordinator—the complete Discrimination, Harassment, and Sexual Misconduct Policy. The policy is available at: <http://www.wiu.edu/policies/dhsm.php>.

#### **Technical Support for Western Online:**

- Provided through the Western Online Brightspace Virtual Assistant by clicking on the **Get Help! Link/icon at the bottom right corner of every page** in Western Online.
- Instructions for using the Virtual Assistant can be found at [https://wiu.edu/citr/home/get\\_help.php](https://wiu.edu/citr/home/get_help.php).
- All other technical support, including issues with enrollment in online courses, should be requested by contacting:

**University Technology (uTech) Support Center**

**Website:** [http://www.wiu.edu/university\\_technology/](http://www.wiu.edu/university_technology/)

**Phone:** (309)298-TECH (8-8324)

**University Writing Center:** The University Writing Center (UWC) is your go-to resource at any stage of the writing process! Appointments are available in three formats: in-person (3rd Floor, Malpass Library or QC Complex 2219), online (real-time with video or chat and document sharing), and e-tutoring (asynchronous feedback on an uploaded paper).

Visit [wiu.mywconline.com](http://wiu.mywconline.com) to schedule an appointment, or call (309) 298-2814. **Fall 2024 UWC Hours at the 3rd Floor, Malpass Library:** M – Th: 9 AM - 8 PM, F: 9 AM - 4 PM, and Sun: 2 - 8 PM

#### **USE OF CELLULAR PHONES/ SMART WATCHES AND LAPTOPS/TABLETS:**

All cell phones should be turned off before class as a courtesy to other students and the instructor. Continued disregard of this policy may result in ejection from the course. If a student needs an exception to this policy due to medical or public safety concerns, they should inform the instructor before class. Cell phones are not allowed on exams under any circumstances.

Laptops or tablets are prohibited unless the instructor requires them to conduct research or any class activity related to the covered topic. Lecture notes will be available at Western Online and must be printed in advance.

**Texting or surfing the internet** is not allowed during class, and repeated violations may lead to dismissal from the course with an assigned grade of F.

**TOBACCO POLICY:** Any tobacco use will not be tolerated in class. This includes chewing tobacco.

**IMPORTANT DATES:**

Monday, Sep 2	Labor Day – No Class/ University Closed
Friday, Oct 4	Fall Break – No Class/ University Closed
Sunday, Oct 27	Last day to drop classes or withdraw from the university
Tuesday, Nov 5	2024 General Election Day – No Class/ University Closed
Nov 25 – 29	Thanksgiving Break – No Class/ University Closed
Wednesday, Dec 11	Final Comprehensive Exam: 1:00 p.m. – 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%
Comprehensive Final Exam	15%	B+ = 87 - 89.99%	D+ = 67 - 69.99%
Homework and Class Exercises	15%	B = 83 - 86.99%	D = 63 - 66.99%
Lab Projects	10%	B- = 80 - 82.99%	D- = 60 - 62.99%
Term Project	15%	C+ = 77 - 79.99%	F = <60%
Weekly in-class quizzes	10%		
Participation & Kahoot! Quizzes	5%		
Total		100%	

Grade-breaking points may be lowered, but they will never be raised. They will be evaluated only after the final numerical grades are 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 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. The exams will consist mainly of multiple-choice, essay, and problem-solving questions. The final exam will be comprehensive (the same format as semester exams). Makeup exams will only be given in extreme situations.

**HOMEWORK AND CLASS EXERCISES:**

Case studies, discussion, and problem-solving questions are designed to strengthen students' analytical skills while reinforcing key concepts. You will have one assignment related to the material covered during the week, including the lab session. Late assignments will be docked 10% per day and will not be accepted after the assignment key has been uploaded on Western Online or the rest of the students have returned their graded homework.

Class exercises will be used to reinforce your understanding of each topic. I will provide you with a problem or case study in class. To solve it, you are allowed to use your notes. **Class exercises must be submitted immediately after the class session. No submission of a class exercise will be reported as a zero.**

**LAB PROJECTS:**

Lab projects will focus on exploring agribusiness management topics, learning and mastering some of the most common features of Excel, and fundamental data analysis. These projects will be primarily Excel-based, but the use of other tools to collect and analyze data may also be presented. Projects will include collecting, analyzing, and interpreting primary and secondary data to enhance students' analytical skills and decision-making by analyzing current data.

Every Friday, we will meet at Stipes 327- Computer lab. The instructor will provide a lab project, 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. No submission of a lab exercise will be reported as a zero.

#### **TERM PROJECT:**

Details will be provided during class.

#### **WEEKLY IN-CLASS QUIZZES:**

Ten-point quizzes on lectures, readings, and other references – True/False, fill-in-the-blank, multiple choice, essay, and problem-solving questions will be scheduled every Thursday in class. There will be no makeups, no taking the quizzes early or coming to class late to take quizzes. Suppose a student has an officially excused absence in writing (illness, judging team, etc.) reported before Thursday's class starts. In that case, the student is responsible for working with the instructor to take the quiz before 1 pm on Monday. Missed quizzes will be reported as zero. The instructor reserves the right to 1) use both announced and unannounced quizzes and 2) drop the lowest score quiz at the end of the semester, provided the student has not missed any quiz during the semester.

#### **PARTICIPATION & KAHOOT! QUIZZES:**

Kahoot! quizzes will be taken during class and count as your participation score. Kahoot! Quizzes will be based on lectures, readings, and other references. We will use True/False, fill-in-the-blank, and multiple-choice Kahoot! quiz format. No participation in Kahoot! or other quizzes without a prior excuse will be reported as a zero.

#### **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 mistakes to the instructor's attention immediately.

#### **ACCREDITATION:**

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

## COURSE OUTLINE

Week	Date	Topic/ Material	Chapter	Assignments/ Activities/ Due dates
1	Aug 19 – Aug 23	The business of Agribusiness	1	<b>Due: Friday, Aug 23</b> ▪ Quiz 1
2	Aug 26 – Aug 30	Managing the Agribusiness	2	<b>Due: Friday, Aug 30</b> ▪ Quiz 2
3	Sept 02 – Sept 06	Economics for Agribusiness Managers <i>Sept 02 – Labor Day – No Classes</i>	3	<b>Due: Friday, Sept 06</b> ▪ Quiz 3
4	Sept 09 – Sept 13	Economics for Agribusiness Managers	3	<b>Due: Friday, Sept 13</b> ▪ Quiz 4
5	Sept 16 – Sept 20	International Agribusiness	5	<b>Due: Friday, Sept 20</b> ▪ <b>Midterm 1: Ch 1 – 3, 5</b>
<b>Midterm 1. Friday, Sept 20</b>				
6	Sept 23 – Sept 27	Strategic Market Planning	6	<b>Due: Friday, Sept 27</b> ▪ Quiz 5
7	Sept 30 – Oct 04	Strategic Market Planning <i>Oct 04 – Fall Break – No Classes</i>	6	<b>Due: Wednesday, Oct 04</b> ▪ Quiz 6
8	Oct 07 – Oct 11	The Marketing Mix	7	<b>Due: Friday, Oct 11</b> ▪ Quiz 7
9	Oct 14 – Oct 18	The Marketing Mix	7	<b>Due: Friday, Oct 18</b> ▪ Quiz 8
10	Oct 21 – Oct 25	Marketing Decision Tools for Agribusiness	8	<b>Due: Friday, Oct 25</b> ▪ <b>Midterm 2: Ch 6 – 8</b>
<b>Midterm 1. Friday, Oct 25</b>				
11	Oct 28 – Nov 01	Understanding Financial Statements	9	<b>Due: Friday, Nov 01</b> ▪ Quiz 9
12	Nov 04 – Nov 08	Understanding Financial Statements <i>Nov 05 – 2024 General Election – No Classes</i>	9	<b>Due: Friday, Nov 08</b> ▪ Quiz 10
13	Nov 11 – Nov 15	Analyzing Financial Statements	10	<b>Due: Friday, Nov 15</b> ▪ Quiz 11
14	Nov 18 – Nov 22	Tools for Evaluating Operating Decisions	13	<b>Due: Friday, Nov 22</b> ▪ Quiz 12
15	Nov 25 – Nov 29	<i>Thanksgiving Break</i>	<i>No classes/ No Homework</i>	
16	Dec 02 – Dec 06	<i>Final Project – Presentations</i>		No Quiz/ No Homework
17	Dec 09 – Dec 13	<b>Final Comprehensive Exam – Chapters 1 – 3, 5 – 10, 13</b> <i>Wednesday, Dec 11, from 1:00 am to 2:50 pm</i>		

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