

WINE 56 Course Outline as of Fall 2024

CATALOG INFORMATION

Dept and Nbr: WINE 56                      Title: INTRO AG BUS MGMT  
Full Title: Introduction to Agriculture Business and Management  
Last Reviewed: 2/13/2017

| Units   |      | Course Hours per Week |      | Nbr of Weeks | Course Hours Total |       |
|---------|------|-----------------------|------|--------------|--------------------|-------|
| Maximum | 3.00 | Lecture Scheduled     | 3.00 | 17.5         | Lecture Scheduled  | 52.50 |
| Minimum | 3.00 | Lab Scheduled         | 0    | 6            | Lab Scheduled      | 0     |
|         |      | Contact DHR           | 0    |              | Contact DHR        | 0     |
|         |      | Contact Total         | 3.00 |              | Contact Total      | 52.50 |
|         |      | Non-contact DHR       | 0    |              | Non-contact DHR    | 0     |

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable  
Grading:                      Grade Only  
Repeatability:            00 - Two Repeats if Grade was D, F, NC, or NP  
Also Listed As:        AGBUS 56  
Formerly:

**Catalog Description:**  
This course provides an overview of the business and economic aspects of the agriculture industry. Introduction to the economic aspects of agriculture and the implications for consumers and other sectors of the food system. Principles of management and decision-making in agribusiness.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: This course provides an overview of the business and economic aspects of the agriculture industry. Introduction to the economic aspects of agriculture and the implications for consumers and other sectors of the food system. Principles of management and decision-making in agribusiness. (Grade Only)  
Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

|                   |                      |            |           |
|-------------------|----------------------|------------|-----------|
| <b>AS Degree:</b> | <b>Area</b>          | Effective: | Inactive: |
| <b>CSU GE:</b>    | <b>Transfer Area</b> | Effective: | Inactive: |

|               |                      |            |           |
|---------------|----------------------|------------|-----------|
| <b>IGETC:</b> | <b>Transfer Area</b> | Effective: | Inactive: |
|---------------|----------------------|------------|-----------|

|                      |            |           |
|----------------------|------------|-----------|
| <b>CSU Transfer:</b> | Effective: | Inactive: |
|----------------------|------------|-----------|

|                     |            |           |
|---------------------|------------|-----------|
| <b>UC Transfer:</b> | Effective: | Inactive: |
|---------------------|------------|-----------|

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Explain how economic principles and effective financial analysis relate to agribusiness management.
2. Identify and discuss the structure and types of organizations in agribusiness.
3. Identify and apply the functions of management in agribusiness organizations.
4. Describe basic agriculture laws, regulations and the role of regulatory agencies.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Explain how economic principles relate to agribusiness management.
2. Describe the sectors in the agribusiness in the agribusiness food system.
3. Identify and describe the types of agriculture business organizations.
4. Explain the four functions of management in agribusiness.
5. Explain a basic financial statement.
6. Perform basic financial statement analysis.
7. Recognize, evaluate, and propose solutions to problems in personnel, ethics and communication.
8. Analyze the components of a successful human resources management plan.
9. Explain trends in agribusiness in Sonoma County and the United States.

### **Topics and Scope:**

- I. Introduction to Agribusiness
  - A. Overview of the agribusiness industry
  - B. Agribusiness in California, United States and the global economy
  - C. Organization of agribusiness
  - D. Trends in agribusiness

## II. Structure and Organization of Agribusiness

- A. Structure of agribusiness organizations
- B. Types of agribusiness organizations
  - 1. sole proprietorship
  - 2. partnership
  - 3. corporation
- C. Managing agribusiness organizations

## III. Management

- A. Planning
- B. Leading
- C. Organizing
- D. Controlling

## IV. Managerial Problem Solving in Agriculture

- A. Financial analysis and problem solving
- B. Diagnosis of the situation
- C. Generating alternatives
- D. Evaluating alternatives
- E. Selecting the best alternatives
- F. Implementing alternatives
- G. Evaluating results

## V. Financial Management and Control in Agribusiness

- A. General business economics
- B. Budgeting and financial planning
- C. Overview of financial statements
- D. Financial statement analysis
- E. Uses of financial analysis

## VI. Human Resource Management

- A. The role of the agriculture manager
- B. Human resource planning
- C. Training and managing employees
- D. Employee appraisal and motivation
- E. Teams and teambuilding
- F. Labor relations
- G. Challenges in human resource management in agriculture

## VII. Business Law and Ethics in Agriculture

- A. Agriculture values
- B. Agriculture business ethics
- C. Personal values
- D. Agriculture law and the regulatory environment
- E. Regulatory agencies and standards

## VIII. Agribusiness Plans

- A. Marketing plan components
- B. Sales plan components
- C. Business plan components
- D. Role of marketing, sales and business plans in agribusiness

## IX. Contemporary Issues in Food Agriculture Business

- A. Specialization and integration
- B. Marketing bill, food bill and farm income
- C. Consumer demand and agribusiness

## X. Forecasting in Agribusiness

- A. Basics of forecasting
- B. Forecasting procedures

## C. Using forecasts in Agribusiness

### Assignment:

1. Group-planned and group-led field trip to local agribusiness organizations.
2. Field trip reflections (1-2 pages) each [4-6 field trips per semester].
3. Research paper on (3-5 pages) on any of the following topics; Sonoma County agribusiness, farming systems and agribusiness in California, California water, agricultural trade, ethics and labor issues in agribusiness.
4. Financial analysis problem sets.
5. Weekly agribusiness case studies.
6. Personal portfolio.
7. Conduct Internet research and compile a list of Internet resources for a selected business.
8. Analyze agribusiness case studies.
9. Midterm (2) and final exam.
10. Reading: 25 -30 pages per week.

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Research paper, reflection papers, personal portfolio

Writing  
20 - 30%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Problem sets; chapter review questions; case studies

Problem solving  
15 - 30%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Field trip planning and coordination, presentation rubric

Skill Demonstrations  
10 - 20%

**Exams:** All forms of formal testing, other than skill performance exams.

Mid-term and final exam: multiple choice, true/false, matching items, completion, short answer.

Exams  
30 - 40%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Other Category  
0 - 10%

### Representative Textbooks and Materials:

Principles of Agribusiness Management. 5th ed. Beierlein, James and Schneeberger, Kenneth and Osborn, Donald. Waveland Press. 2013

Agribusiness: Principles of Management. Van Fleet, David and Van Fleet, Ella and Seperich George. Cengage Learning. 2013