

CATALOG INFORMATION

Dept and Nbr: AGBUS 60 Title: AG & WINE BUS MANAGEMENT
Full Title: Agriculture and Wine Business Management
Last Reviewed: 5/15/2006

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	17.5	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: WINE 60
Formerly: AG 75

Catalog Description:
This course introduces students to agriculture and wine business management. The diverse aspects of management will be covered including: developing a marketing plan, financial statements, organization, supervising employees, staffing, labor laws and long range planning. Field trips to visit successful managers and business owners will supplement the class studies.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Schedule of Classes Information:
Description: This course introduces students to agriculture and wine business management. The diverse aspects of management will be covered including: developing a marketing plan, financial statements, organization, supervising employees, staffing, labor laws and long range planning. Field trips to successful managers and owners will supplement the class studies. (Grade Only)
Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Transfer Credit: CSU;

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

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 1981	Inactive: Spring 2007
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

A successful student in Agriculture 75 will be able to:

1. Rate the Agribusiness system
2. Construct a marketing plan
3. Examine a financial statement
4. Compare the legal structures of a business
5. Prioritize the goals of a business
6. Prepare an address to employees
7. Organize and lead a meeting
8. Evaluate potential employees
9. Motivate existing employees
10. Screen health and safety practices
11. Critique an employee handbook

Topics and Scope:

1. The Agribusiness System
 - a. Historical perspective
 - b. The input sector
 - c. The production sector
2. The Planning Function
 - a. Business decision making
 - b. Mission statements
 - c. Purpose and objectives
3. Developing a Marketing Plan
 - a. The marketing mix
 - b. Principles of consumer demand
4. Budgeting and Financial Statements

- a. Types of budgets
- b. Balance sheets
- c. Profit and loss statements
5. Choosing a Legal Structure and the Role of Cooperatives
 - a. The sole proprietorship
 - b. The partnership
 - c. Corporations
 - d. Agricultural cooperatives
6. Organizing and Setting Goals for a Business
 - a. Identifying critical tasks
 - b. Organizing approaches
 - c. Decision making
7. Organizing Appointments and Meetings
 - a. Time management
 - b. Successful meeting planning
 - c. Public speaking
8. Supervising and Motivating Employees
 - a. Developing a motivational environment
 - b. Management styles
 - c. Communication and feedback
9. Staffing and Organization
 - a. Developing a staffing plan
 - b. Writing job descriptions
 - c. Evaluating resumes and interviewing
10. Health and Safety in California
 - a. Farm labor contractors
 - b. Federal and California OSHA
11. Employee Handbooks

Assignment:

Selected management case studies.

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.

Written homework, Reading reports

Writing 30 - 40%

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

Homework problems, Exams

Problem solving 10 - 20%

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

None

Skill Demonstrations
0 - 0%

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

Multiple choice, True/false, Matching items, Completion

Exams
40 - 50%

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

None

Other Category
0 - 0%

Representative Textbooks and Materials:

FUNDAMENTALS OF MANAGEMENT: Robbins and Decenzo, Third Edition, Prentice Hall, 2001

FIRST THINGS FIRST: Steven Covey, 1996, Reprint Edition, Fireside Publishers

LABOR MANAGEMENT LAWS IN CALIFORNIA AGRICULTURE: Rosenberg, Horwitz, and Egan, Second Edition, 1995, Regents of the University of California