AGBUS 50 Course Outline as of Fall 2004

CATALOG INFORMATION

Dept and Nbr: AGBUS 50 Title: INTRO TO AGRIBUSINESS
Full Title: Introduction to Agribusiness
Last Reviewed: 12/12/2023

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:	
Formerly:	AG 70.2

Catalog Description:
Introduction to the agribusiness sector of agriculture. An overview of topics related to the agricultural business complex, including management aspects. Industry opportunities ranging from input and output products and services along with government and special interest groups will be surveyed. Special consideration to history, culture, and commodities of California agriculture. Includes field trips to local agribusiness firms.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Introduction to the agribusiness sector of agriculture. An overview of topics related to the agricultural business complex, including management aspects. Special consideration to history, culture, and commodities of California agriculture. (Grade Only)
Prerequisites/Corequisites:

Recommended:
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:	Spring 1999	Inactive:
UC Transfer:		Effective:		Inactive:

CID:
CID Descriptor: AG - AB 104 Introduction to Agriculture Business
SRJC Equivalent Course(s): AGBUS56

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
Upon successful completion of this course, the student will be able to:
1. Describe the size, scope, and dynamics of the agribusiness complex.
2. Describe the history and culture of California agriculture.
3. Analyze the five functions of management and how they relate to the agribusiness organizations.
4. Compare and contrast traditional and niche marketing avenues for marketing local commodities.
5. Evaluate agricultural business organizations, and the principles and functions involved in their organization and operation.
6. Design a model plan to allocate resources for an agribusiness organization using a variety of computer software programs.
7. Summarize the stages of development of a business plan for a new agribusiness enterprise.
8. Cite examples of the basic laws, regulations, and regulatory agencies that interact with the agriculture community.
9. Describe the nature of leadership and the role of the manager as a leader.
10. Solve problems in the areas of personnel, ethics and planning.
11. Describe the importance of agriculture to the well being of the American standard, as well as helping meeting the food needs of a growing global market.
12. Access agricultural information through the World Wide Web and other computer services.
13. Evaluate career opportunities and requirements for successful employment.

Topics and Scope:

1. Introduction to Agribusiness
   a. The role and organization of the agribusiness
   b. Agribusiness' place in California, United States, and the Global Economy
   c. History and culture of California agriculture
   d. Types of agribusiness
   e. The organization of an agribusiness
   f. Managing the agribusiness
2. Financial Management and Control of Agribusiness
   a. General business economics
   b. Overview of financial statements
   c. Controlling and managing the agribusiness
   d. Sources of financing
3. Marketing in Agribusiness
   a. The agricultural marketing system
   b. Marketing management
   c. Sources of financing
   d. Marketing local commodities
      1. traditional marketing
      2. niche marketing
4. Operating the Agribusiness
   a. A planning model
   b. Designing plans
   c. Organizing for planning
   d. Stages of planning
   e. Production planning
5. Models of Management, Organizations, and Work
   a. Managerial work
   b. The agriculture organization
   c. Working in the agriculture organization
   d. Survey and exploration of careers in the ag business industry
6. Manager as Leader and Decision Maker
   a. Leadership
   b. Image formation
   c. Behavioral decision methods
   d. Quantitative decision methods
7. Goals in the Agribusiness Organization
   a. The nature of goals
   b. Multiple organizational goals
   c. Managerial process of goal setting
   d. Evaluation of goal attainment
8. Regulatory Standards
   a. Laws
   b. Regulations
   c. Regulatory agencies
9. Ethics in Agriculture
   a. Agriculture values
   b. Agriculture ethics
   c. Personal values

10.Human Resource Management
  a. Personnel management
  b. Managing human resources
11. Managerial Problem Solving in Agriculture
  a. Diagnosis of the situation
  b. Generating alternative
  c. Evaluating alternatives
  d. Selecting the best alternative
  e. Implementing the alternative
  f. Evaluation of results
12. Overview of Agriculture Computer Resources
  a. World Wide Web
  b. Agriculture software

Assignment:

Assignments may include:
1. Approximately 5 field trip reports, 2-3 pages each.
2. Written reports, 3-5 pages each: marketing report; California water research report; Sonoma County agriculture research report.
3. Homework problems: problem sets for cash flow and profit/loss.
4. Class performance: facilitate a leadership seminar for high school students during Ag Expo.
5. Two unit tests; 1 final exam.
6. Reading in assigned text, 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.

Field trip reports; written reports.	Writing 30 - 40%

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

Homework problems	Problem solving 10 - 15%

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

Class performances	Skill Demonstrations 15 - 20%

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

Multiple choice, True/false, Matching items, Completion	Exams 30 - 40%

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

None	Other Category 0 - 0%

Representative Textbooks and Materials:
CONTEMPORARY MANAGEMENT by Garth Jones and Jennifer M. George. McGraw Hill/Irwin, 3rd Edition, 2003.
MANAGEMENT, SKILLS & APPLICATION by Rue & Byars, Sixth Edition, McGraw Hill/Irwin Publisher, 2002.
AGRIBUSINESS MANAGEMENT by Downey & Erickson. McGraw Hill 3rd edition, 2001.