

CATALOG INFORMATION

Dept and Nbr: WINE 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: AGBUS 60

Formerly:

**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:**

<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>	Transferable	Effective: Fall 2004	Inactive: Spring 2007
<b>UC Transfer:</b>		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