AGBUS 60 Course Outline as of Fall 2004

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