

CATALOG INFORMATION

Dept and Nbr: AGBUS 56 Title: INTRO AG WINE BUS MGMNT
Full Title: Introduction to Agriculture and Wine Business Management
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	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: WINE 56
Formerly: AGBUS 50

Catalog Description:
Orientation to the agriculture and wine business sectors, including an overview of agriculture business-related topics. Includes management aspects of an agriculture or wine business enterprise. Contemporary issues in U.S., California, and Sonoma County agriculture and wine business will be discussed.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Orientation to the agriculture and wine business sectors, including an overview of agriculture business-related topics. Includes management aspects of an agriculture or wine business enterprise. Contemporary issues in U.S., California, and Sonoma County agriculture and wine business will be discussed. (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:	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:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon successful completion of this course, students will be able to:

1. Describe the composition, scope, and dynamics of the agriculture/wine business industry.
2. Evaluate the factors that are important to consider in selecting a particular form of business ownership.
3. Describe the major uses of management information records.
4. Analyze basic financial statements and describe the process and products of financial planning.
5. Evaluate ways to finance an agriculture or wine business and differentiate between equity and debt capital.
6. Make investment decisions involving capital items.
7. Evaluate strategic marketing approaches to determine effectiveness and profitability.
8. Analyze different elements of the marketing mix to determine how to market a product or service.
9. Describe the broad concept of operations management and how operating systems function in a company.
10. Discuss the primary functions of management and the importance of each function in a wine or agriculture business organization.
11. Analyze the components of a successful human resources management plan.
12. Evaluate contemporary issues in Sonoma County wine and agriculture business.

Topics and Scope:

I. Introduction

A. Development of the food, wine and agribusiness system

B. Input supply sector

- C. Production sector
- D. Processing and distribution section
- E. Emerging trends and challenges for food, wine and agriculture business managers
- II. Business Ownership
 - A. Forms of business ownership
 - 1. General partnership
 - 2. Limited partnership
 - 3. Limited liability partnership
 - 4. Corporations
 - 5. Limited liability company
 - B. Relationships between businesses
 - C. Cooperatives
- III. Overview of Financial Statements Common to the Agriculture Industry
 - A. Introduction and definitions
 - B. Financial statements common to the agriculture industry
 - C. Balance sheet
 - D. Distinction between expenditures and expenses
 - E. Income statement
 - F. Statement of cash flows
 - G. Integrated financial statements and the relationship among the three major financial statements
 - H. Management information records
- IV. Overview of Financial Analysis and Planning Methods Commonly Used in Agriculture Businesses
 - A. Uses of financial analysis
 - B. Financial statement analysis
 - C. Ratio analysis
 - D. Applying ratio analysis
 - E. Break-even analysis and contribution to overload
 - F. Financial planning and budgeting
 - G. Using budgets as financial controls
- V. Financing the Business
 - A. Defining the term financing
 - B. Equity versus debt capital
 - C. Leasing: definitions, advantages, and disadvantages
 - D. The concept of leveraging
 - E. Determining the appropriate financial structure
 - F. Sources of financing
 - G. Financing new companies
 - H. Financing cooperatives
- VI. Strategic Marketing
 - A. Definition of marketing
 - B. Marketing management
 - C. Target marketing
 - D. Niches
 - E. Customer-level marketing
 - F. Product positioning
 - G. Marketing opportunities
 - H. Branding
 - I. Consumer and buying behavior
 - J. Business buyer behavior
 - K. Marketing to wholesalers and retailers

VII. The Marketing Mix

- A. Introduction
- B. Product
- C. Product life cycle
- D. Price
- E. Promotion
- F. Place
- G. Illegal marketing activities

VIII. Operations Management

- A. Definitions and examples
- B. Production processes
- C. Plant / business location and design
- D. Production planning and control
- E. Procurement systems
- F. Purchasing

IX. Managing Agriculture and Wine Business Organizations

- A. Role and importance of planning
- B. Formal organizations
- C. Responsibility and authority
- D. Departmentalization
- E. Role of informal organizations
- F. Implementing the coordination function of management
- G. Staffing

X. Human Resources Management

- A. Introduction
- B. Human resources planning
- C. Recruiting
- D. Selecting new employees
- E. Orienting new employees
- F. Training and development
- G. Managing employees
- H. Handling grievances
- I. Performance appraisals
- J. Determining compensation
- K. Promoting employees
- L. Handling terminations
- M. Challenges faced by food, wine and agriculture business firms
- N. Health and Safety in California
- O. Employee handbooks
- P. Resumes and cover letters

XI. Contemporary Issues in Food, Wine and Agriculture Business

- A. U.S., California, and Sonoma County
- B. Planning a field trip to a Sonoma County business

Assignment:

Representative Assignments:

1. Working in a group, coordinate a field trip to a local agriculture or wine business operation. There will be 4-6 field trips during the semester, one organized by each group.
2. Field trip journal, 1-2 pages of reflection and observation per field trip.
3. Write a vision and mission statement for an agriculture or wine business.
4. Write a resume and cover letter and evaluate another student's resume and cover letter from a

prospective employer's perspective.

5. Conduct Internet research and compile a list of Internet resources for a selected business.
6. Answer review questions related to reading assignments, including case study questions.
7. Homework problems: business operations problem sets.
8. Track investment decisions involving capital items and write a 1-2 pages summary.
9. Midterm 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.

Journal; vision/mission statement; resume/cover

Writing
20 - 30%

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

Problem sets; review questions; Internet research

Problem solving
15 - 30%

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

Field trip coordination

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:

Classic:

Introduction to Food and Agribusiness Management, Baker, Burnewald and Gorman, Prentice Hall, 2001

Labor Management Laws in California Agriculture, Rosenberg, Horwitz and Egan, 2nd edition, 1995

First Things First, Stephen Covey, Simon & Schuster, 1996.

Instructor prepared materials