

CATALOG INFORMATION

Dept and Nbr: AGBUS 56      Title: INTRO AG BUS MGMT  
Full Title: Introduction to Agriculture Business and 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:  
Formerly: AGBUS 50

**Catalog Description:**  
In this course students will explore the structure and organization of agricultural businesses. Students will identify and discuss the requirements for establishing agricultural businesses, funding sources, principles of financial management and decision-making. Students will also examine the economic aspects of agriculture, food systems and the implications for consumers and communities.

**Prerequisites/Corequisites:**

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: In this course, students will explore the structure and organization of agricultural businesses. Students will identify and discuss the requirements for establishing agricultural businesses, funding sources, principles of financial management and decision-making. Students will also examine the economic aspects of agriculture, food systems and the implications for

consumers and communities. (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:**

<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:	Spring 1999	Inactive:
----------------------	--------------	------------	-------------	-----------

<b>UC Transfer:</b>	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**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Explain how economic principles and effective financial analysis relate to agribusiness management.
2. Identify and discuss the structure and types of organizations in agribusiness.
3. Identify and apply the functions of management in agribusiness organizations.
4. Describe basic agriculture laws, regulations, and the role of regulatory agencies.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Explain how economic principles relate to agribusiness management.
2. Discuss the processes and resources for establishing an agribusiness.
3. Describe the sectors in the agribusiness in the agribusiness food system.
4. Discuss the components of a business plan.
5. Identify and describe the types of agriculture business organizations.
6. Explain the four functions of management in agribusiness.
7. Explain a basic financial statement.
8. Develop a Pro Forma for a new business.
9. Perform basic financial statement analysis.
10. Recognize, evaluate, and propose solutions to problems in personnel, ethics, and communication.
11. Analyze the components of a successful human resources management plan.
12. Explain trends in agribusiness in Sonoma County and the United States.

## **Topics and Scope:**

- I. Introduction to Agribusiness
  - A. Overview of the agribusiness industry
  - B. Agribusiness in California, United States, and the global economy
  - C. Organization of agribusiness
  - D. Trends in agribusiness
- II. Structure and Organization of Agribusiness
  - A. Structure of agribusiness organizations
  - B. Types of agribusiness organizations
    - 1. Sole proprietorship
    - 2. Partnership
    - 3. Corporation
  - C. Managing agribusiness organizations
- III. Management
  - A. Planning
  - B. Leading
  - C. Organizing
  - D. Controlling
- IV. Managerial Problem Solving in Agriculture
  - A. Financial analysis and problem solving
  - B. Diagnosis of the situation
  - C. Generating alternatives
  - D. Evaluating alternatives
  - E. Selecting the best alternatives
  - F. Implementing alternatives
  - G. Evaluating results
- V. Financial Management and Control in Agribusiness
  - A. General business economics
  - B. Budgeting and financial planning
  - C. Overview of financial statements
  - D. Financial statement analysis
  - E. Uses of financial analysis
- VI. Human Resource Management
  - A. The role of the agriculture manager
  - B. Human resource planning
  - C. Training and managing employees
  - D. Employee appraisal and motivation
  - E. Teams and teambuilding
  - F. Labor relations
  - G. Challenges in human resource management in agriculture
- VII. Business Law and Ethics in Agriculture
  - A. Agriculture values
  - B. Agriculture business ethics
  - C. Personal values
  - D. Agriculture law and the regulatory environment
  - E. Regulatory agencies and standards
- VIII. Agribusiness Plans
  - A. Marketing plan components
  - B. Sales plan components
  - C. Business plan components
  - D. Role of marketing, sales, and business plans in agribusiness

- IX. Contemporary Issues in Food Agriculture Business
  - A. Specialization and integration
  - B. Marketing bill, food bill and farm income
  - C. Consumer demand and agribusiness
  - D. Food pricing and consumer demand
  - E. Production costs and decision-making
- X. Forecasting in Agribusiness
  - A. Basics of forecasting
  - B. Forecasting procedures
  - C. Using forecasts in agribusiness
- XI. Establishing an Agribusiness
  - A. Factors of production
  - B. Mission and vision
  - C. Business registration
  - D. Funding sources for agriculture businesses
  - E. Business Pro Forma

**Assignment:**

- 1. Weekly reading (25 -30 pages)
- 2. One research paper on (3-5 pages) on topics such as:
  - A. Sonoma County agribusiness
  - B. Farming systems and agribusiness in California
  - C. California water
  - D. Agricultural trade
  - E. Ethics and labor issues in agribusiness
- 3. Financial analysis problem sets (2)
- 4. Business Pro Forma (1)
- 5. Weekly agribusiness case studies
- 6. Personal Portfolio
- 7. Virtual Funding Resource binder
- 8. Midterms (2) and Final Exam

**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.

Research paper, Weekly case studies

Writing  
20 - 30%

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

Financial Analysis problem sets, Business Pro Forma

Problem solving  
15 - 30%

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

Virtual Funding Resource binder, Personal Portfolio

Skill Demonstrations  
10 - 20%

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

Midterms (2) and Final Exam

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:**

Agribusiness Management. 6th ed. Barnard, Freddie L., Foltz, John; Yeager, Elizabeth, L; Brewer, Brady. Routledge. 2020

Principles of Agribusiness Management. 5th ed. Beierlein, James and Schneeberger, Kenneth and Osborn, Donald. Waveland Press. 2013 (Classic)