



# AGMT 103: INTRO TO AGRICULTURE BUSINESS

**Proposer:**

Name:	Email:
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**Effective Term:**

Fall 2025

**Does this course use a CA Common Course Number**

No

**Credit Status:**

Credit - Degree Applicable

**Subject:**

AGMT - Agricultural Management

**Course Number:**

103

**Discipline:**

And/Or	(	Discipline	)
		Agricultural Business and Related Services	
Or		Agricultural Production (Animal science, plant science, beekeeping, aquaculture)	

**Catalog Title**

Introduction to Agriculture Business

**COS Course Description**

This course provides a basic understanding of the business and economics of the agricultural industry. Students will get an introduction to the economic aspects of agriculture and the implications for the agricultural producer, consumer, and the food system. Students will also learn management principles and the decision-making process used in the operation of an agricultural enterprise.

**Method of Instruction:**

Distance Education  
Lecture and/or Discussion

**Course Units/Hours:**
**Course Units Minimum:**

3

**Lecture Hours Minimum (week)**

3

**Activity Hours Minimum (week)**

0

**Total Contact Hours Minimum (semester)**

52.5

**Total Outside Hours Minimum (semester)**

105

**Total Student Learning Minimum Hours (semester)**

157.5

**Repeatability:**

No

**Open Entry/Exit:**

No

**Field Trips:**

Not Required

**Grade Mode:**

Standard Letter

**TOP Code:**

011200 - \* Agriculture Business, Sales and Service

**SAM Code:**

C - Clearly Occupational

**Course Content****COS Methods of Evaluation:**

Multiple choice tests  
 Oral presentations  
 Problem solving assignments or activities  
 Problem solving quizzes or exams  
 Project  
 Short answer quizzes or exams  
 Skill demonstrations  
 Written essays or extended papers

**COS Course Topics:**

COS Course Topics	
1	The role and organization of the agribusiness: place of agribusiness in the domestic and global economy, types of agribusiness, organization of an agribusiness, types of business structure and managing the agribusiness
2	Management: planning, leading, organizing and controlling
3	Managerial problem solving in agriculture: diagnosis of the situation, generating alternative solutions, evaluating alternatives, selecting the best alternative, implementing the alternative and evaluation of results
4	Financial management and control of agribusiness: general business economics and overview of financial statements
5	Human resource management: the role of the agriculture manager, employee motivation, teams and team building and labor relations
6	Business law and ethics in agriculture: agriculture values, agriculture business ethics, ag law and the regulatory environment

**COS Course Objectives:**

COS Course Objectives	
1	Explain how economic principles relate to agriculture business management.
2	Recognize and describe agricultural business organizational structures including: sole proprietorship, partnerships, corporations, franchises, and cooperatives.
3	Identify and explain the four functions of management and how they relate to the agribusiness organization.
4	Develop an awareness of the basic laws, regulations, and regulatory agencies that impact the agriculture industry.
5	Describe various styles of leadership.



- |   |   |
|---|---|
| 6 | Identify the role of the agricultural manager.  |
| 7 | Analyze and apply the decision making process to problems related to personnel, ethics and communication. |

**Course Outcomes:**

Course Outcomes	
1	Students will effectively apply the decision-making process to solve an agribusiness problem.
2	Students will create and present a detailed business plan for an agricultural business.

**Assignments:**

Assignment Type:	Details
Reading	Students will be required to read assigned chapters covering class content from the text and be prepared to discuss the reading during class sessions.
Writing	Students will analyze a problem facing the agribusiness industry and utilize the decision making process to solve the problem. They will provide a written summary of their use of the process and the final recommendation.
Homework	Students will identify different types of organizational structures and describe the advantages and disadvantages of each.

**Representative Texts, Manuals, and/or OER that is equivalent, Other Support Materials:**

Texts used by individual institutions and even individual sections will vary. The list of representative texts must include at least one text with a publication date within five (5) years of the course outline approval date.

**COS Textbooks or other support materials**

Resource Type:	Details
Books	Barnard, Freddie L., Foltz, John C., Yeager, Elizabeth A., and Brewer, Brady. (2020). Agribusiness Management, 6th Edition. Routledge.

**Equity Review:**

Yes

**Transferable to CSU**

Yes - Approved

**Other Degree Attributes**

Degree Applicable  
Not a Basic Skills Course

**Distance Learning Addendum**

AGMT 103 - DLA Approved-11-2023-Fillable Form.pdf

**Banner Title:**

Intro to Agriculture Business

**Curriculum Committee Approval Date:**

04/02/2025

**Academic Senate Approval Date:**

04/09/2025

**District Governing Board Approval Date:**

04/21/2025

**Course Control Number:**

CCC000259491



**C-ID:**  
AG-AB104