



AGMT 103: INTRO TO AGRICULTURE BUSINESS

Proposer:

Name:	Email:
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Effective Term:

Fall 2020

Credit Status:

Credit - Degree Applicable

Subject:

AGMT - Agricultural Management

Course Number:

103

Catalog Title

Introduction to Agriculture Business

Catalog 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 their implications to the agricultural producer, consumer and the food system. Students will also learn management principles and the decision-making process utilized in the day to day 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**Methods of Assessment:**

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

Course Topics:

	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

Course Objectives:

	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.

Textbooks or other support materials

Resource Type:	Details
Books	Barnard, Freddie L., Akridge, Jay T., Dooley, Frank J., Foltz, John C., and Yeager, Elizabeth A. (2016). Agribusiness Management, Fifth Edition. Routledge.

Transferable to CSU

Yes - Approved

CSU General Education

Transferable to CSU

Other Degree Attributes

Degree Applicable

Not a Basic Skills Course

Distance Learning Addendum

AGMT103 - DLA - Approved March 27 2019 Fillable Form.pdf

Banner Title:

Intro to Agriculture Business

Curriculum Committee Approval Date:

03/18/2020

Academic Senate Approval Date:

03/25/2020

District Governing Board Approval Date:

04/13/2020

Course Control Number:

CCC000259491

C-ID:

AG-AB104