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Syllabus for AREC 224
Introduction to Agribusiness Entrepreneurship

Instructor: Gregory M. Perry
B317 Clark Bldg.

Class Time: Th 11:00-12:15 Clark C-251

Office Hours: T 9:00-10:00

Learning Objectives:

After completing this course successfully you will be able to:

1. Describe the role of the entrepreneur in a capitalist economy
2. Explain the role of risk in entrepreneurship and how to manage that risk.
3. Determine whether or not you should pursue a career as an entrepreneur.
4. Identify the characteristics of individuals who can serve as a mentor to a potential entrepreneur.
5. Identify different sources of capital to help entrepreneurs, the benefits and drawbacks of each.
6. Understand the legal issues surrounding the startup of a new business.
7. Work with a team to put together a business proposal and present it to the class.

Prerequisites: None

Grading: The course grading will be on a 100 point scale, broken down as follows:

- A. Attendance (45 points). The core of this class is to listen to the stories of successful entrepreneurs. Therefore, class attendance is a critical part of the class. Attendance in class, combined with a short writing assignment, is worth 30 points each week.
- B. Business Plan (40 points). The class will be divided into teams of three and will be given the charge to put together a business plan. Each team will be assigned to put together a 2 page business plan. The plan will revolve around creating a product or service that can be sold in the Lory Student Center. The grade will be based on how well the plan is written and the idea communicated.
- C. Presentation of Business Plan (10 points). Toward the end of the semester, each team will be given some time to present their plan to an investor group (i.e., the class). Points will be awarded based on the

quality of the presentation.

- D. Class Investment in Business Plan (5 points). The last week of class, each member of the class will be given \$1,000 to invest in the business plans. Points will be based on how much investment capital each business plan attracts.

Final Competition: The top three plans from the investment competition will be given a chance to present their plan again in the final week to a panel of judges, including the manager of the Lory Student Center. In addition, the panel will select a “wild card” entry from the remaining proposals presented in class. The panel will select the top three proposals from amongst these four presentations. The top plan will be given a cash prize of \$500 and may also be invited to produce and sell their product in the LSC. Cash prizes will also be awarded to the second and third place presenters.

Required Texts: None

CLASS SCHEDULE

Day and Date	Topic
Thursday, Aug 28	The Role of Entrepreneurs in a Capitalist Economy
Thursday, Sep 4	Guest Speaker – Rob & Allyx Graves – Morning Fresh Dairy
Thursday, Sept 11	Guest Speaker – Jason Kraft – Compass Ag Solutions
Thursday, Sept 18	Self-Assessment of Potential to be an Entrepreneur
Thursday, Sept 25	Guest Speaker – Leann Saunders, Where Food Comes From
Thursday, Oct 2	Guest Speaker – Brian Field, Harvest Capital
Thursday, Oct 9	Guest Speaker – Mary Kraft, Quail Ridge Dairy
Thursday, Oct 16	Guest Speaker - – Mike & Heidi Tribbett, Mike’s Meat Market
Thursday, Oct 23	Guest Speaker – George Seward, Seward Farms
Thursday, Oct 30	Field Trip – TBA
Thursday, Nov 6	Presentations 1-5
Thursday, Nov 13	Presentations 6-10
Thursday, Nov 20	Presentations 11-15
Thursday, Nov 27	Thanksgiving break
Thursday, Dec 4	Presentations 16-20
Thursday, Dec 11	Top 4 Presentations to external panel of judges

Proposed speakers for class Fall 2014

Tracy Lowery – runs nonprofit in Fort Collins area that does gleaning from farmers for local food banks Phone # is 720-984-4118

Leann Saunders – Co-Owner of Where Food Comes From
Her admin assistant is Kathryn Britton 303-895-3002.,

Quail Ridge Dairy Mary Craft 970-768-2749
Badger Creek Farm 970-867-5758

Mike Tribbett

Heidi@mikesmeatmarket.com