

**Syllabus for AREC 224**  
**Agricultural Business and Resource Enterprise Analysis**  
**Online Version Fall 2014**

**Instructor:** Gregory M. Perry  
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**Learning Objectives:**

The primary purpose of this class is to expose students to the world of entrepreneurship in the agribusiness sector. This is done by watching a number of presentations by entrepreneurs in the agribusiness sector, to learn from their successes and failures. At the end of the course you will have the chance to put together a simple (2 page) proposal to start your own business, one that will attract investment capital from other students in the class. Specific learning goals include:

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. Put together a business proposal and present it to other class members.

**Prerequisites:** None

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

- A. Reviews of Entrepreneur Presentations (60 points). The core of this class is to listen to the stories of successful entrepreneurs. There are videos of 9 entrepreneurs plus a personal assessment. After watching each video, provide a half page reflection about what you heard. What impressed you about this individual and his/her business? What has made this person successful as an entrepreneur? What lessons can you learn from his/her experiences?
- B. Business Plan (35 points). You are to put together a business plan, which is limited to two pages. The idea here is to make a first cut at a business proposal, not create something that actually ready to be implemented. The grade will be based on how well the plan is written and the ideas communicated. Whether the proposal is well grounded and viable or is completely crazy doesn't matter for this portion of the grade. What

matters is how it is organized and presented in two pages.

- C. Class Investment in Business Plan (5 points). This is the portion of the grade where having a viable, well-thought out business plan will serve you well. Here your classmates get to read the plan you have put together, ask questions, and judge for themselves whether your plan has potential. The best way to judge potential is whether others are willing to put money behind what you are proposing. Therefore, 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.

**Required Texts:** None

### CLASS SCHEDULE

Date	Topic/Assignment
September 5 <sup>th</sup>	Reflection due for Ginger Graham
September 12 <sup>th</sup>	Reflection due for Jake Castillo
September 19 <sup>th</sup>	Reflection due for Golden Prairie Farm
September 26 <sup>th</sup>	Self-Assessment of Potential to be an Entrepreneur
October 3 <sup>rd</sup>	Reflection due for Leroy Salazar
October 10 <sup>th</sup>	Reflection due for Marc Reck
October 17 <sup>th</sup>	Reflection due for Rex O'Neill
October 24 <sup>th</sup>	Watch "The Entrepreneurs Who Built America Part 2", part of a 4 part series on the titans of business who built the modern US economy. This part focuses on Andrew Carnegie.
October 31 <sup>st</sup>	Reflection due from John Mackey, video is on Youtube. <a href="http://www.youtube.com/watch?v=ZLcIziUvw5Q&amp;list=PL0e-aRfqCJcJ3ulD28XpYRNcD7_kfPCo5">http://www.youtube.com/watch?v=ZLcIziUvw5Q&amp;list=PL0e-aRfqCJcJ3ulD28XpYRNcD7_kfPCo5</a> This is an hour lecture given by Mackey on his thoughts about capitalism and entrepreneurship.
November 7 <sup>th</sup>	Reflection from interview with an entrepreneur you know
December 5 <sup>th</sup>	Post your 2 page business plan on RamCT
December 12 <sup>th</sup>	Investment decisions due