In this course, the principles of management will be studied and applied to businesses and cooperatives in the agricultural sector. The class will focus on entrepreneurial ag and food-based businesses, including a diverse set of livestock and equine enterprises, the green industry, high value enterprises (wine, organic produce) and small acreages. The class will cover primarily marketing, production and finance, but will also overview human resource, legal, and general management issues. The primary objective of the class is to improve the student’s understanding of strategic agribusiness management issues and provide decision-making tools that would be helpful in ag and food business management. Appropriate use of economic and business principles and clear communication will be the secondary objectives of the class.

The class will be composed of lectures, group activities, case study discussions, speakers, and presentations. Clearly, participation is important in this class, especially since all students bring important and interesting real-world experience to discussions.

The final business presentation and report will focus on an agricultural business or industry of the students’ choice, and can be completed by groups of 2-5 students. A handout that outlines my expectations for the report will be given out in the first few weeks of class. In class discussion and participations will make up 1/3 of the participation grade…the remainder will be based on a peer group evaluation.

**Academic Integrity:**
To achieve the best possible learning experience, students must complete all of the homework, exams, and quizzes on their own (unless otherwise stated). If students fail to complete their own work, they are cheating themselves out of their education. Any form of academic dishonesty (cheating, plagiarism, forgery, etc.) will not be tolerated in this course. This course will adhere to the Academic Integrity Policy of the Colorado State University General Catalog and the Student Conduct Code.
COURSE LEARNING ACTIVITIES:

**Exams:** Two examinations will be offered, worth 100 points each. There is no final, in lieu of the group projects that will represent your cumulative learning on business throughout the semester.

**Homework:** There will be several homework sets throughout the course that will include problems, but also, materials to build on your group business project. The assignments will be worth 100 points in total. Late assignments will not be accepted.

**Quizzes:** There will be several announced quizzes that will be given throughout the semester, mostly within Canvas, but unannounced quizzes may be given in class to encourage attendance. The quizzes will be worth 100 points in total.

**Tours and Speakers:** There will be 1-2 days of speakers and tours to gain more insights on real-world business challenges and strategies, based on the interests of the class. If you help to arrange one of these speakers/tours, you will get one perfect quiz score (allowing you to forego a quiz or drop your lowest score).

**Small Ag and Food Business Project:** There will be a group project, where a set of 2-5 students will analyze an existing business, or develop a business plan for a potential business, using principles and resources discussed in the course. Your decisions on group membership and business to be analyzed must be made by September 3rd.

**GRADING:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance and Participation</td>
<td>150</td>
</tr>
<tr>
<td>Homeworks</td>
<td>100</td>
</tr>
<tr>
<td>Quizzes</td>
<td>100</td>
</tr>
<tr>
<td>Exams-2 midterm, no final</td>
<td>200</td>
</tr>
<tr>
<td>Project Presentation</td>
<td>100</td>
</tr>
<tr>
<td>Final Business/Industry Report</td>
<td>150</td>
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<tr>
<td></td>
<td>800</td>
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Grade Scale: A: 90-100%, B: 80-89%, C: 70-79%, D: 60-69%, F: <60%

(The instructor reserves the right to given pluses and minuses, but it will always favor the student, for example, a 88% could become an A- and a 73% may be given a C+).
Overview of Class topics (Weekly Calendar):
The class will cover several primary topics for business and management. If you have specific issues and topics you want to learn more about, I’m willing to integrate those ideas into the course….so tell me your interests!

August 25- Overview of Agribusiness and Management: What will you Learn?
   Chapter 1, Beginning of Chapter 10 (pp. 273-77)

September 1- STRATEGY: Strategic Management and Planning your Enterprise
   Assignments: Groups, EFAS, Mission Statement, IFAS, TOWS

September 8- BUDGETS & FINANCIAL PLANNING: Using Capital to Establish and Grow
   Chapters 3 & 4 (the final sections of these chapters relate to next section)
   Example Budgets from Various Websites and Sources
   Quiz 1- (online)-In place of class September 17

September 22- PRODUCTION: Efficiency, Cost Structure and Break-Even Analysis
   HW 1-due October 8th

October 6- MARKETING: How do we Target Customers and Grow Revenue?
   Strategic Marketing and Product Positioning, Chapter 7

October 13- MIDTERM I

October 15- MARKETING: Promotion and Place (Distribution)
   Chapter 8, Speakers

November 5-PRICING and DEMAND- Extra Readings on WebCT
   Quiz 2 online November 5th
   HW 2-due November 12

November 12- ORGANIZATION & HUMAN RESOURCES: Legal and Managerial Issues
   Chapters 2, 10 & 11

November 17- MIDTERM 2

Thanksgiving Break!

December 1-10- PROJECT PRESENTATIONS

Business/Industry Reports are due by Wednesday, Dec. 16\textsuperscript{th} at 12 noon. (In place of final)