



AREC 428 AGRIBUSINESS MANAGEMENT

INSTRUCTOR INFORMATION

Instructor: Dr. James Pritchett
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COURSE TIME AND LOCATION

Classroom: Behavioral Science 107
Class Meeting Time: Online

OFFICE HOURS

- Drop-ins (in 136 Student Services and Skype/Google Hangouts) are welcome! I may not be able to meet immediately, but we can set up a convenient time.
- Feel free to email/call to set up an appointment as needed.

COURSE DESCRIPTION

This course is designed to integrate skills and competencies from the agricultural economics curriculum into a cohesive decision making system that includes marketing, financial, strategic and human resource management. Students completing the course will have a deeper knowledge of these core skills and a sound understanding of how these skills interact and influence one another.

COURSE PREREQUISITES

AREC 305/EA 305 Enterprise Analysis
AREC 310 Agriculture Marketing

REQUIRED TEXTS

None, but if you are interested in a textbook, check out ...

Barnard, Akridge, Dooley and Foltz. Agribusiness Management. 4th Edition. Routledge. :New York, NY. 2012 ISBN: 978-0-415-59695-4 .

OTHER REQUIRED OR SUPPLEMENTAL MATERIALS

Additional readings are provided electronically on the course website.

Course Goals

Upon the completion of this course, you ...

- will be able to apply skills and competencies from the agribusiness curriculum into an integrated decision framework that is applied to a real world business;
- will complete an intensive examination of the strategic, financial and market position of an existing agribusiness within the context of a capstone project;
- will define an economic opportunity for the existing agribusiness, propose alternatives, assess the feasibility of alternatives with appropriate methods, interpret and communicate results to a broad audience;
- will enhance professional development by interacting/collaborating with business professionals when defining the goals of the capstone project, choosing methods and communicating results.

COURSE PRESENTATION AND PROCEDURES

The course is organized into modules that generally take one to two weeks to complete. The modules include lecture materials, readings, homework assignments, discussion posts and module quiz assessments. The module titles and materials are explained in the course outline/schedule.

GRADING

As a student enrolled in this course, one of your responsibilities is to submit course work by the due dates. My commitment to you is to respond individually to the work you submit in this class and to return your work in a timely manner. Smaller, weekly assignments and quizzes will be returned within 7 days and major assignments, exams, and essays will be returned within 10 days. If, however, due to unforeseeable circumstances, the grading of your work takes longer than the times I have listed here, I will keep you informed of my progress and make every effort to return your work with feedback as soon as I can.

Grades are weighted according to:

Exams (2)	30%
Homework and In-Class Exercises	20%
Business Prospectus (Written Report and Presentation File)	20%
Feasibility Analysis (Written Report)	20%
<u>Group Evaluation (Effort and Self Assesment)</u>	<u>10%</u>
Total	100%

Final grades will be as follows: A = 94-100%; A- = 90 – 93%; B+ = 88 – 89%; B = 84-87%; B- = 80–83%; C+ = 78–79%, C = 74-77%; C- = 70-73% D= 60-69%; F = <60%.

Course Activities Details

CAPSTONE PROJECT

A significant portion of this course is developing an in-depth analysis of an existing agribusiness. This is a team project, and the team must find information & data to perform necessary strategic, financial and market analysis of their agribusiness. A **written prospectus** will summarize the current status of the business, and teams will propose alternatives for further evaluation. The written prospectus will be shared with business owners and a Powerpoint (or Prezi) presentation will be created to summarize the written prospectus.

A **feasibility study** is the second-half of the capstone project. It begins with a rigorous quantitative analysis of the alternatives developed in the prospectus. Feasibility results will be reported and the results subject to sensitivity analysis. These results are summarized in a business style report that is submitted to the instructor and to the owners. Additional information will be posted on the class website.

HOMEWORK ASSIGNMENTS

Homework assignments will be completed during the semester and will often align with your capstone project. Assignments may be group or individual in nature. One member of a group can submit assignments on behalf of other group members. Assignment summaries are expected to be written professionally, logically and exhibit language that is grammatically correct.

EXAMS

Exams are a terrific opportunity to display your skills. Exams are tentatively scheduled for the following weeks.

- Exam I: Week of March 2nd
- Exam II: Week of April 27th
- Final Exam: None

PARTICIPATION EXPECTATIONS

Active participation in this course is expected. Successful students spend a minimum of nine hours per week working on capstone assignments, reviewing materials and meeting with the instructor. Free-riding on the group's efforts will not be tolerated.

MAKE UP POLICY

Course assignments may not be made up if deadlines are missed. If extenuating circumstances apply, the student must contact the instructor in advance.

ACADEMIC INTEGRITY POLICY

This course will adhere to the CSU Academic Integrity [Policies and Guiding Principles](#) as found in the General Catalog and the [Student Conduct Code](#).

- Cheating—includes using unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member.
- Plagiarism—includes the copying of language, structure, ideas, or thoughts of another, and representing them as one's own without proper acknowledgment.
- Unauthorized Possession or Disposition of Academic Materials—includes the unauthorized selling or purchasing of examinations or other academic work; stealing another student's work; unauthorized entry to or use of material in a computer file; and using information from or possessing exams that an instructor did not authorize for release to students.
- Falsification—includes any untruth, either verbal or written, in one's academic work.
- Facilitation—includes knowingly assisting another to commit an act of academic misconduct.

At a minimum, violations will result in a grading penalty in this course and a report to the Office of Conflict Resolution and Student Conduct Services.

CSU HONOR PLEDGE

Academic integrity lies at the core of our common goal: to create an intellectually honest and rigorous community. Because academic integrity, and the personal and social integrity of which academic integrity is an integral part, is so central to our mission as students, teachers, scholars, and citizens, I will ask that you affirm the CSU Honor Pledge as part of completing your work in this course. *While you will not be required to affirm the honor pledge, you will be asked to affirm the following statement at the start of your exams:*

"I have not given, received, or used any unauthorized assistance."

Further information about Academic Integrity is available at CSU's [Practicing Academic Integrity](#).