

AGRICULTURAL BUSINESS 321
Spring 2009

INSTRUCTOR: Dr. Dave Long
CLASS MEET: Tuesday and Thursday 11:00 am-12:15 pm
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EMAIL: drlong@csuchico.edu
OFFICE: Plumas Hall 208
OFFICE HOURS: Tuesday and Thursday 9:30 pm to 11: 00 pm, and Thursday 2:00 -4:00 pm
PREREQUISITES: ABUS 101 or equivalents.

COURSE OBJECTIVES

The objective of this course is to have students develop an understanding of economic and management principles to the planning, control, and organization of business management in agribusiness and industry. Students are expected to develop an appreciation of the role and importance of effective business management in the agribusiness sector of the U.S. economy. During the course, I will introduce the management problems with emphasis on agricultural manager's decision alternatives. Students who take this class will have the chance to apply economic and financial principles, as well as quantitative tools, in order to make sound business decisions. This course will help students to construct the ability of conducting independent researches and the capability of good problem-solving and critical-thinking.

TEXTBOOK

Kay, Ronald D., William M. Edwards, and Patricia A. Duffy, 2007, "Farm Management", McGraw-Hill, ISBN: 978-0-07-302829-0.

Readings from other sources may be assigned as well as class handouts.

REFERENCE

Minnesota Institute for Sustainable Agriculture, 2003, "Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses", ISBN: 1888626070

You can find the online resources at "Sustainable Agriculture Research and Education" website (<http://www.sare.org/publications/business.htm>).

TENTATIVE COURSE OUTLINE

- I. Management and Decision Making
- Introduction to Agricultural Management
 - Farm management in the twenty-first century
 - Function of Management and Decision Making

II. Measuring Management Performance

- Collecting Management Information
- Asset Valuation
- *The balance Sheet and Its Analysis*
- The Income Statement and Its Analysis

III. Developing Basic Management Skills

- Economic Principles-Choosing Production, Input and Output Levels
- Cost and Budgeting
- Partial Budgeting and Cash-Flow Budgeting
- Cash Flow Budgeting

IV. Improving Management Skills

- Farm Business Organization and Transfer
- Risk and Uncertainty
- Managing Income Tax
- Investment Analysis
- Farm Business Analysis
- Capital and the Use of Credit
- Land Control
- Human Resources Management
- Machinery Management

Tests

There will be 3 in class tests. Each of the tests is worth 0f 20 points. No make-up test will be offered if you do not inform me beforehand.

GRADING

A final course grade will be assigned based upon your performance on the following items in the table below. A letter grade is determined by the total number of points accumulated during the semester. Points are assigned as follows:

	Percent of <u>Final Grade</u>
Two Midterms	40% (each worth 20%)
Final (Comprehensive)	20 %
Research Project	20%
Class Participation/Discussion	20%

The final quiz will be given on Friday, December 13th .

RESEARCH PROJECT

The term research project is due on the date of Final in the beginning of the class. Late papers receive a 10 points reduction per day. The detail will be discussed in class.

ACADEMIC HONESTY

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for the respect of others' academic endeavors. Students who violate these standards (e.g., cheating and plagiarism) will be confronted and accept the consequences of their actions. The university's policies on academic dishonesty will be strictly enforced. It is the student's responsibility to know and understand the CSUC Academic Honesty Policy. The university's policy is provided in their catalog as well as via its web site. Ignorance of university policies and to what constitutes academic dishonesty are not acceptable excuses in this matter. If there is evidence that the student has been involved in any form of academic dishonesty, the student(s) will receive an "F" grade for the course, and a report will be provided to Student Judicial Affairs for further action.

Notes:

1. This syllabus is subject to change.
2. If you need any special assistance regarding to your study, health, and other reasons, please do not hesitate to contact me as soon as possible.