ABUS 421 – Advanced Agribusiness Management
College of Agriculture California State University, Chico

FALL 2017

ABUS 421.01 Monday and Wednesday: PLMS 303 --- 11:00 – 11:50
ABUS 421.02 Monday: SSKU 109D --- 2:00 – 3:50
ABUS 421.03 Wednesday: SSKU 109D --- 2:00 – 3:50

Instructor: Dr. Patrick D. O’Rourke
Office: Siskiyou Rm 129
Cell Phone: _____________________
e-mail: pdorourke@csuchico.edu
Office Hours: ____________________

Course and Catalog Description: Agribusiness organization and management. Budgeting, input-output relationships, and enterprise analysis in decision making. Application of economic and management principles. Human resource management. 2 hours lecture, 2 hours activity. Prerequisites: ABUS 301, ABUS 321, senior standing.

Required Readings & Textbook:

EXTRA CREDIT Subscription (with Student Discount) to Wall Street Journal (WSJ). Instructor will provide subscription instructions no later than the end of week 1 of the semester.

All ABUS 421 Handouts and Readings. Will be posted, emailed, or distributed in hard copy. Students are responsible for all reading materials as assigned.

Recommended (Optional) Backup Reading:

In addition to the books above, you will be assigned additional readings throughout the semester. You are responsible for the material covered in class and the material in these assigned readings. Students will receive the greatest benefit if they review the assigned readings before class.

OBJECTIVES:
This course will provide the following for students successfully completing the course:
- A framework for integrating knowledge from previous coursework and experience in business, economics and agribusiness.
- An understanding of the interrelationships among production, finance, marketing and personnel dimensions of management and strategic planning.
An improved ability to communicate effectively in the agribusiness environment.

Increased skill in applying decision & problem solving techniques in agribusiness environment.

An enhanced ability to understand problems and think strategically regarding alternative solutions.

Increased ability to integrate knowledge from accounting, economics, finance, human resources, management, marketing, and agricultural production in order to make sound agribusiness decisions and to achieve effective outcomes.

Increased capacity to think strategically about an agribusiness, its present position, its long-term direction, its resources and competitive capabilities, and its opportunities for gaining a sustainable competitive advantage.

In the end improved knowledge and abilities that are expected of you in today’s competitive agribusinesses environment. Such attributes include:

- Excellent communication skills (both written and verbal).
- Good problem-solving and critical-thinking skills.
- The ability to listen to and understand others.
- The ability to work well in teams.
- The ability to conduct themselves in a professional manner.
- Armed with the attributes of Honesty, Integrity, Loyalty and Courage.

Course Policies and Practices:
Each student is responsible for understanding and following all College of Agriculture and CSU – Chico Policies and Practices

Grades
Final grades will be tentatively based upon the following activities:

- EXTRA CREDIT Subscription to Wall Street Journal 50 (Extra Credit)
- Chapter Quizzes (10) 200
- Agribusiness Simulation Reports –Oral and Written 100
- Assessment Exam 100
- Participation 100

Total: 500 Points

Grades will be assigned using the following scale:

90% - 100% A
80% - 89% B
70% - 79% C
60% - 69% D
Below 60% F
Below 60% Failure

Agribusiness Simulation, Report, & Presentation: An important part of this course is a competitive business simulation. The class will be divided into teams and each team will be responsible for the management of a farm supply business. Each team will collectively make all business decisions relating to product pricing, inventory, marketing, hiring/firing labor, finance, and the purchase of business equipment. The teams will compete head-to-head in a simulated market and the most successful business will be rewarded. You will be challenged to draw upon your knowledge from previous courses to make profitable decisions. Additional details will be forthcoming.

Agribusiness Readings, Reports, and Presentation: The class may be divided into teams that may be assigned to conduct a classroom lecture and/or exercise related to their assigned chapters in the assigned textbooks for the course.

Teamwork: Much of the work that will be done in this class will be done in "teams." This approach is used so students can develop better communication skills and the ability to work effectively with others, a trait that is imperative to being a successful manager. However, the possibility for conflicts can occur with team projects. You are expected to handle these conflicts in a professional manner using proper conflict management techniques. If an issue comes up, please let me know about it. One issue that can occur in team projects is that
of a free rider – someone who doesn’t live up to her/his responsibilities and expects the group to pull their weight. This type of behavior is not expected and is unacceptable. Confidential peer evaluations will be collected and will be consulted by the professor in determining and awarding grade points. After weighing all sides and issues, the professor will make the final scoring decision.

**Assignments:** Assignments will be given throughout the semester. These assignments will reflect a variety of different formats that will be conducted both inside and outside of the classroom. Some of these assignments might consist of comprehensive case studies, conducting different types of business analysis, mock interviews, or participation in different course activities. In addition, in-class quizzes may be utilized to award some of these points. All of the out-of-class assignments must be typewritten. If you miss an assignment for any reason, you will receive a zero. **However, I will allow you to “drop” your lowest scored assignment from your final grade.**

**Midterm Exam:** There may be one midterm exam in this class. It will cover the material that we have gone over in the course lecture. The date of the Mid-term will be announced later. There may be a final exam in this class. It will cover the material that we have gone over in the course lecture.

**Attendance & Participation:** You and your classmate’s participation in this course will be a significant part of the learning process. You are expected to come prepared to each class and actively engage in the discussion and other activities. As such, attendance may be taken as many as 10 times throughout the semester and may be worth 5 points for each day. Arriving late, leaving early, acting unprofessionally, or being unwilling to participate in discussions is discouraged.

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If you need any additional help throughout this semester, please come by and see me or make an appointment. I have an open door policy and I am around much more than my office hours indicate. Although I am often busy working on different projects, with other students, etc. I consider teaching to be my primary responsibility and I will try to be available as much as possible throughout the semester.

Welcome to ABUS 421. I hope you have a great semester, good luck.

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<tr>
<th>Week</th>
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<tbody>
<tr>
<td>1</td>
<td>Intro</td>
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<td>Profitability and Breakeven Analysis</td>
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<td>3</td>
<td>Price Elasticity of Demand and Inventory Management</td>
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<td>Net Present Value and Cash Budgeting</td>
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<td>4</td>
<td><strong>ASSESSMENT EXAM (100 points)</strong></td>
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<td>5 through 10</td>
<td>SimGrow and Chapter Quizzes</td>
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Chapter Quizzes on the textbook chapters will be “open textbook” If you come to class without your textbooks you will take the quizzes without that source of information. The date and time of the quizzes will be announced ahead of time.