Course Syllabus

ABUS 421 – Advanced Agribusiness Management

Course Description:
This is an upper undergraduate level course in Advanced Agribusiness Management. The course trains students to apply strategic management decision making tools in contemporary agribusiness.

Prerequisites:
ABUS 301, ABUS 321, Senior Standing

Term:
Fall 2016

Meeting Time and Place:
ABUS 421 01: MoWe 11:00 a.m. – 11:50 a.m., 303 Plumas Hall
ABUS 421 02: Fr 12:00 p.m. – 1:50 p.m., 109D Siskiyou Hall
ABUS 421 03: Fr 2:00 p.m. – 3:50 p.m., 109D Siskiyou Hall

Instructor:
Dr. Kishore Joseph

Office Hours and Contact Information:
Mo (1p.m. – 4 p.m.), We (1 p.m. – 2 p.m.), and by appointment

Office:
219 Plumas Hall, E-mail: kjoseph5@csuchico.edu, Phone: 530-898-5723

Course Learning Objectives:
After having completed the course, students will be able to understand the environment of contemporary agribusiness and the critical role manager’s play in it. Students will gain a working knowledge of the tools and techniques to successfully perform managerial functions in marketing, accounting, finance, and human resource management, through an integrated framework of lectures, case studies, group discussions, group presentations, and simulation exercises. Students will also improve business communication skills (written and oral) and cultivate strategic thinking and personal development skills, enhancing their team building and leadership traits.

Text Books:


**Blackboard Learn:**
PowerPoint presentations, homework assignments, and additional readings will be posted on Blackboard Learn. Students are responsible for monitoring the Blackboard Learn class page for updates.

**Computer Software:**
The class will require work with MS-Excel. The Purdue Agribusiness Management Simulation game will be used in the class. The Data Transmission Network (DTN) Merchandising Portal may be introduced. You may need a flash drive.

**Grade Policy:**
Final grades based on: Attendance and class participation for 50 points (5%), 10 in-class assignments for 25 points each (25%), 10 announced quizzes for 10 points each (10%), 4 simulation exercises for 25 points each (10%), 50 free rider check points (5%), group business simulation report and presentation for 150 points (15%), mid-term exam for 150 points (15%), and a final comprehensive exam for 150 points (15%).

Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93% - 100%</td>
</tr>
<tr>
<td>A-</td>
<td>90% - 92%</td>
</tr>
<tr>
<td>B+</td>
<td>87% - 89%</td>
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<tr>
<td>B</td>
<td>83% - 86%</td>
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<tr>
<td>B-</td>
<td>80% - 82%</td>
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<tr>
<td>C+</td>
<td>77% - 79%</td>
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<tr>
<td>C</td>
<td>73% - 76%</td>
</tr>
<tr>
<td>C-</td>
<td>70% - 72%</td>
</tr>
<tr>
<td>D+</td>
<td>65% - 69%</td>
</tr>
<tr>
<td>D</td>
<td>60% - 64%</td>
</tr>
<tr>
<td>Failure</td>
<td>Below 60%</td>
</tr>
</tbody>
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**In-Class Assignments:** The assignments will provide hands-on-training with tools and techniques for decision making in different agribusiness functional areas. There will be 10 in-class assignments. You may work in groups of 4 – 5 students to complete the assignment. However, each student will turn in a separate hard copy of the assignment in typed format. In-class assignments will contain specific instructions on how to report the work. A total of 20% of the grade for each assignment (5 points) may be allotted to clarity and brevity in reporting. An in-class assignment administered on a Friday is due on the Friday of the following week before class. Late assignments will not be accepted.
Discussions: Chapters from popular strategic thinking and personal management books will be discussed in the class. Students are expected to read assigned chapters prior to the class and participate actively in discussions. Each discussion session will be followed by a short quiz.

Invited Lectures: The class may host 2-3 invited lectures by successful business professionals and recent agribusiness alumni. It is mandatory for students to attend these talks, which may partially or fully account for attendance and class participation points.

Exams: Exam questions may include multiple choices, short answers, numerical problems, and case studies based on the study materials covered in the class. If you have issues with your grade at any stage of the course discuss it with me first.

Agribusiness Simulation Report and Presentation: A critical component of this course is the Purdue Agribusiness Management Simulation. The class will be divided into teams of 4-5 students where each team will jointly manage a farm supply business. The business decisions are to be made collectively after discussion among team members. Each team will compete head-to-head in the simulated market and the most successful business will be rewarded. Further information on the business simulation game and related guidelines will be provided on a later date. Students may be introduced to the Data Transmission Network (DTN) Merchandising Portal.

Course Management/Policies:
Students are expected to read and adhere to all course policies found in the College of Agriculture Common Course Policies found at:


Attendance Policy:
Students are expected to attend classes regularly and are responsible for all material discussed in the class including the assignments on days classes are missed. In case of an excused absence, the instructor should be notified in advance. In absentia a soft copy of the homework assignment may be sent to the instructor’s e-mail. Make-up assignments or tests will only be offered on case-by-case basis at the discretion of the instructor.

Extra Help:
Do not hesitate to come to my office during office hours or by appointment to discuss a homework problem or any aspect of the course. Students are recommended to analyze the problem carefully before seeking assistance from the instructor. When possible, students are encouraged to meet the instructor in groups. When requesting help or clarification define the question(s) clearly and make sure you clarify your doubts before you leave. When using e-mail to contact the instructor, please add Fall 2016 ABUS 421 before the subject.

Expected Student Behavior:
All class participants are expected to exhibit respectful behavior to other students and the instructor. Students may not read other materials nor should indulge in personal discussions with peers during class hours.
University Policies and Campus Resources

i. Dropping and Adding
You are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. found at: http://www.csuchico.edu/catalog/. Students should be aware of the new deadlines and penalties for adding and dropping classes.

ii. Academic Integrity
Students are expected to be familiar with the University’s Academic Integrity Policy. Your own commitment to learning, as evidenced by your enrollment at California State University, Chico, and the University's Academic Integrity Policy requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Student Judicial Affairs. The policy on academic integrity and other resources related to student conduct can be found at: http://www.csuchico.edu/sjd/integrity.shtml.

iii. Campus Policy in Compliance with the American Disabilities Act
If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Students with disabilities requesting accommodations must register with the DSS Office (Disability Support Services) to establish a record of their disability.

Special accommodations for exams require ample notice to the testing office and must be submitted to the instructor well in advance of the exam date.

iv. Student Services
Student services are designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. Students can find support for services such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. Student services information can be found at: http://www.csuchico.edu/current-students.

v. Disability Services
If you need course adaptations or accommodations because of a disability or chronic illness, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Please also contact Disability Support Services (DSS) as they are the designated department responsible for approving and coordinating reasonable accommodations and services for students with disabilities. DSS will help you understand your rights and responsibilities under the Americans with Disabilities Act and provide you further assistance with requesting and arranging accommodations. The Disability Support Services website is http://www.csuchico.edu/dss.
vi. Student Learning Center

The mission of the Student Learning Center (SLC) is to provide services that will assist CSU, Chico students to become independent learners. The SLC prepares and supports students in their college course work by offering a variety of programs and resources to meet student needs. The SLC facilitates the academic transition and retention of students from high schools and community colleges by providing study strategy information, content subject tutoring, and supplemental instruction. The SLC is online at: http://www.csuchico.edu/slc. The University Writing Center has been combined with the Student Learning Center.

Tentative Course Outline:

**Lecture**
Agribusiness Management: Scope, Functions, and Tasks (Barnard et al. 2016)
The Environment of Agribusiness Management (Van Fleet et al. 2014)
Planning and Decision Making in Agribusiness (Van Fleet et al. 2014)
Mid-Term Exam (Wednesday, October 19th in class)
Tools for Managing Agribusiness (Barnard et al. 2016)
  - Marketing Management
  - Financial Management
  - Operations Management
  - Human Resource Management
Invited Lectures
Final Exam (TBD)

**Activity**
Agribusiness Case Studies (In-Class Assignments: 1-10)
Purdue Agribusiness Management Simulation (Assignments: 1-4)
The First Time Manager (Discussion: Selected Chapters)
Selected Videos (Resume workshops, job search strategies, acing your interview, creating a career plan, new manager fundamentals)

Topics covered in the course may be adjusted based on time and student interest at the discretion of the instructor.

**Other Useful References:**